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SAKE, SHOCHU, TEA —

Time for Indulging in Japanese Drinks

SPECIAL INTERVIEW

Atsushi Yamada (Conductor, Artistic Director)

www.chopsticksny.com

ADVERTISEMENT

Drinking BORN sake will bring you visions of the future

梵 Born®

The name "BORN" means "purity" and "striking truth" in Sanskrit. It also means "birth to the future" and "creativity". The word also represents the brewery's strong belief that, "a bright future awaits for those that put in the effort, and as long as one is alive, one can always reset their life no matter how many mistakes they make."

Katoukichibee Shouten, the brewery that produces BORN is located in Sabae City in Fukui Prefecture. Historically the town was a flourishing place as it was a temple town in the 13th century, and became a castle town in the 18th century. Sabae City was also famous as a town filled with artisans making it rich with traditional crafts like lacquer, textiles, ceramics, Japanese paper, and cutlery, which have all been passed down for generations in the family of the craftsmen. In a town rich with craftsmen DNA, Katoukichibee Shouten established itself 150 years ago and is now in its 11th Generation.

The brewery began originally with the hope "to make sake loved by the locals and put smiles on them", and has evolved their focus on producing the best beverage in the world. Currently, the brewery only produces Junmai type sakes (There are more than 50 types, including the Junmai Ginjo under the BORN brand). Each bottle produced at the brewery is 100% additive free. Using underground water from the Hakusan Mountain range pumped from a well 184 meters deep and exclusively using the best sake rice Yamadanishiki and Gohyakumangoku, the brewery produces their sake with their original yeast. The average milling rate of the brewery's sake is less than 40%, and they go through a long-term fermentation stage at freezing point. Then, they are brought to us after a strictly monitored quality control.

BORN has received high reviews and awards from international competitive showcases numerous times. Domestically, the sake is served at banquets for welcoming state guests, as well as used as the official sake for important national functions. The deep, wonderful aroma and the solid, yet gentle taste of "BORN Dreams Come True", a Junmai Daiginjo, is the result of the 5 year fermentation process at freezing point. The unpasturized sake, "BORN Muroka Namagenshu" is a Junmai Daiginjo that matured for a year at the extreme low temperature of minus 10-15 degrees Celsius. "BORN Wing of Japan", with a sophisticated aroma that's soft and deep, is a result of being matured for two years at 0 degrees Celsius. In this manner, the BORN brand is a lineup of exceptional quality sakes. Among these sakes, "BORN Wing of Japan" is the official sake served on board the special Japanease government aircraft used by the Emperor or Prime Minister. Also, it was chosen as the official in-flight sake, served to the first class travelers on the recently renewed Japan Airlines (JAL) routes between Narita and New York and Narita and San Francisco. BORN sake is imperative for new beginnings and welcoming the new era. It is perfectly suited for New Yorkers who are carving out their own lives in order for their individual dreams to come true.

Katoukichibee Shouten
www.born.co.jp

BORN The Earth | BORN Wing of Japan | BORN Tokusen Junmai Daiginjo | BORN Dreams Come True | BORN Ice Berg | Born Muroka Nama Genshu

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The theme of the cover of this month's issue is "Tanku no Hi". Check out page 56 to find out more about Tanku no Hi.

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MY DREAM IS TO GIVE ASIAN ARTISTS THE CHANCE TO SUCCEED MUCH LIKE I GOT.

— **ATSUSHI YAMADA**

Photo shot by Louis Chang at Archipelago Restaurant (333 Hudson St., NYC)

ATSUSHI YAMADA *is the Artistic Director of New York Asian Symphony Orchestra, as well as its Principal Conductor. He is the first Japanese conductor in the history of the New York City Opera and only the second Japanese conductor at Lincoln Center (after Seiji Ozawa). Born in Japan, he is a graduate of Waseda University.*

Maestro Atsushi Yamada is the first Japanese artist to conduct for the New York City Opera, and only the second Japanese to conduct at Lincoln Center. This talented and self-taught musician defied all odds – a Mineralogy major at Waseda University, he honed his skills as an "amateur" for years after graduating, until a chance audition in New York City led him to the forefront of the conducting profession. He graciously spoke to Chopsticks NY about his career, the upcoming New York Asian Symphony Orchestra performances, and his plans for the future.

You never once attended Music School, and your University major was in Mineralogy – how did you end up choosing the path of a musician?

That's a very long story [laughs]. I'll try to be brief about it. When I was at Waseda University, I met my teacher, Maestro Yoichiro Fukunaga. He was the conductor of the university's Glee Club, of which I was a member. I first became interested in conducting as I watched him direct the singers in the club, and I tried to learn as much as I could by also watching him conduct the orchestra and opera performances. While at university, I expressed my desire to also become a conductor. Unfortunately my teacher didn't think it was a viable career, and advised me against it. I listened to him – not having attended a conservatory it was probably the most practical advice at the time. But it was when my teacher passed away that I was inspired to pick up the torch and continue conducting. I did it, in many ways, to honor his legacy.

Please tell us about how you became a conductor for the New York City Opera.

I spent a number of years after University as a sales

man for IBM and then for Sony Life Insurance. My schedule allowed me to pursue music in my spare time on the amateur circuit – conducting the Tokyo Academia Symphony and the Chorus Philharmonia Association were my earliest experiences, which culminated with organizing the concert series for the Great Hanshin Earthquake Relief, and also being invited by the Consul General of Japan in Honolulu to conduct at the U.S.-Japan Goodwill Concert of Prayer for Peace (the 50th anniversary concert marking the end of World War II). After these experiences, I was looking to grow again, but I wasn't sure that starting over at a conservatory in Japan was what I wanted. I came to New York because I was toying with the idea of applying to either Juilliard or the Manhattan School of Music. While I was in town, I heard of an opportunity to assist the Music Director of the New York City Opera, Maestro George Manahan. I auditioned for him, and was accepted – this was the beginning of my experience with New York City Opera – about a year later I was conducting for the U.S. tour and soon after at Lincoln Center.

It is a very rare occurrence to have a Japanese conductor join the New York City Opera – did you find that you had to struggle?

Actually, in terms of the music, I felt no struggle per se, as I was doing and pursuing what I always wanted to do. So all those years of conducting, it has never been a struggle – it has always been an enjoyable journey. I have learned so much during my time at the New York City Opera. I had the chance to watch Maestro George Manahan conduct and learn how he handled an orchestra. I also witnessed incredible productions at Lincoln Center and all over the city. No struggle at all. Perhaps I had to struggle a tiny bit with speaking English when I first got here (laughs).

So what were there fun experiences - things you could not have experienced in Japan - that you would like to tell us about?

Well what I admire about New York City and the US is that you are judged on your talent, not just your pedigree and reputation. I find that there is more equal ground here for talented people with little experience to get noticed as much as talented musicians who have had a little more traditional training. What bothered me about pursuing my career in Japan was that there is still a very traditional system in place there, where your skill - as well as the level of respect you receive - is determined by the school you have attended, or even the company you work for. It's not like that here in New York City. I would not have achieved what I did if I wasn't here.

Can you tell us a little more about the event you are currently producing with Asian musicians?

We started New York Asian Symphony Orchestra in 2006 to give young Asian musicians – representing all the countries of the world – an opportunity to perform at a professional level in some of New York City's most famous venues. By exposing young artists to this level of production, it gives a boost to artists who are struggling or just starting out. What I want to give young artists is hope. So many talented young musicians are out there – that's both great for the profession but also makes it very competitive. Making a living at it is difficult, and it can be especially tough for anyone's confidence to go on audition after audition – this way underrepresented artists have a chance to show their stuff with more established professionals and get the exposure they deserve.

Any dreams for the future?

My dream is to give Asian artists the chance to succeed much like I got, through programs like New York Asian Symphony Orchestra. That would be great. Personally, I will always enjoy conducting, but my own dream is to continue producing concerts and

creating more opportunities for talented musicians to pursue their dreams. I'm also putting a lot of energy into my production team for young artists at Pinnacle Arts Management International Division. I want to keep evolving – not being stuck doing one thing forever is certainly something I think about constantly.

Finally, for Chopsticks NY readers who are interested in Japan, is there a place that you would recommend for people to go? And why?

There is one place in Japan that I absolutely adore. It's called Kanazawa (the capital city of Ishikawa Prefecture in Japan). It's incredibly beautiful there, and the history and culture of the area is precious. It's really unlike a lot of parts of Japan, especially the more modern areas, and I find it to be incredibly relaxing and inspiring to spend time there. It's definitely worth a visit. I'll be going there on my next trip.

——Interview by *Nobi Nakanishi*

ABOUT NYASO

On September 24, 2008 – Maestro Atsushi Yamada's brainchild - the New York Asian Symphony Orchestra - will open its Fall Season with a performance of Beethoven's Symphony No. 3 and Piano Concert No. 5 at the New York Society for Ethical Culture. Featuring an orchestra of 52 young musicians from all over the world, this series will expose audiences to new talents performing alongside world-renowned professionals and soloists.

Maestro Yamada will conduct the season opener, which will feature a special guest – the acclaimed pianist Walter Hautzig. This performance will kick off an incredible program that also includes works by composers such as Prokofiev, Mendelssohn and Barber. Venues will be all over New York City, including the New York Society for Ethical Culture and Alice Tully Hall at Lincoln Center.

The NYASO will also hold its "KIDS @ NYASO" series this year on October 18th (and March 21, 2009), focusing on introducing children to classical music. This year's piece is the Prokofiev's "Peter and the Wolf", the classic children's story that is as much a delight for the ears as well as for the imagination.

For more information about the concert schedule, visit www.nyaso.org

Product

Takeda Brush: The Latest Must Haves In Fashion and Beauty

Have you ever had trouble getting the blush perfectly even, or experienced irritation or sensitivities to makeup? I bet you never imagined your tools could be the problem. In fact, a single makeup brush can make all the difference in how you feel and how you look.

Specializing in make-up brushes, **Takeda Brush** has been producing their expertly crafted products since 1942. The company is located in Kumano, Hiroshima, the origin of Kumanofude, a school of Japanese traditional calligraphy brush making. It is also the traditional basis of Takeda Brush Company. Now manufacturing over 800 different kinds of brushes, their products are raved about in the fashion and cosmetic industries. They are being used nationally and internationally, from Kabuki theaters to Chanel USA and in the studio of Christophe Robin, one of the top makeup artists in France.

The brushes are favored for their perfectly tapered natural bristles that is not only soothing and gentle on the skin, but also creates even, natural-looking results. The 100% natural hair used for the brush is gentle enough for the most sensitive of skins. One of the most popular products is the Lip Brush made with 100% weasel hair, which stays together when being applied to the lip so that anyone could draw a smooth perfect line. Another popular item is Tsubaki (about $270), a 7 piece kit that comes with beautiful red handles. Whether you just want a great portable lip brush (around $14) or a set of brushes starting from around $100, Takeda Brush, can fulfill all your makeup brush needs.

Select products from Takeda Brush will be for sale starting October 4th as part of Secrets of Japanese Beauty Week at the JapanC exhibition at Felissimo Design House. (10W 56th St., New York City)

Info **Takeda Brush** www.takeda-brush.com (Japanese only) **JapanC** www.japan-c.com

Health

Personalize Your Path to Wellness with Natural Medicine, "Kampo"

Specializing in Japanese traditional medicine from shiatsu to natural medicine, the **Ido Holistic Center** offers various ways to heal your body. Here, Ms. Yuko Nozaki, a Chinese Herbologist and acupuncturist certified by NCCAOM, offers her concoction of kampo, or medicinal herbs, personalized to help restore your body to its optimal condition.

"Like the nutrients in vegetables, when raw, the medicinal properties of the herbs are at their best. Every person has a different body, and therefore different reasons for their symptoms. That's why natural medicine addresses each problem case by case. Natural medicine is about the combination and ratio of herbs specific to each person, creating a balance. It's all about restoring balance," explains Ms. Nozaki.

Diagnosis starts visually such as examining the eyes and the tongue. "A person's eye is like a window to their internal organs," says Ms. Nozaki. Then she listens to what is going on around the person's life, as mental health is also an important factor. Natural medicine is effective for everything from a regular cold to constipation to serious illnesses. About 40% of women who come to Ms. Nozaki come in for reproductive irregularities, which are common in women living in cities prone to higher stress levels. Stress can affect men, too. Ms. Nozaki notes, many men with ED are not always comfortable talking about it, but it is more common than not in high stress environments. Natural medicine allows you to deal with your problems without exposing the body to chemicals that maybe strenuous to healthy organs, and cause side effects.

The consultation only costs $20 and depending on the condition, the personalized kampo range from $50 to $150, for a two weeks supply.

Ms. Yuko Nozaki will find the best formula of kampo for your health

Ido Holistic Center
9 E. 45th St. 8th Fl (bet. Madison & 5th Aves.)
New York, NY 10017
TEL: 212-599-5300 / www.idocenter.com

From Japan

Revolutionary Meat Flakes are a Scrumptious Addition to Any Meal

The Japanese are well known as food innovators, and the groundbreaking offering "Gyu Toro Flakes" from Hokkaido-based Tokachi Slow Foods, further adds to this tradition. This product is top-level, specially processed meat flakes that melt in your mouth. They can be eaten raw on top of rice, pasta or sushi to make a delicious treat and be frozen for up to a month. This is only possible due to the superior quality of meat from the Born Free Farm brand produced by Tokachi Slow Foods.

Born Free Farm meat takes utmost pride in the way its cows are raised, feeding them "physiologically optimal feed" for cows. Also, the company uses as little chemical fertilizer as possible and no agricultural chemicals. Due to a recent rash of food safety issues in Japan, this is a product that customers can be comfortable with. This sense of security is evident by the fact that there is a waiting list for these flakes due to popular demand.

However, in addition to the confidence customers can have in the product's purity, it is receiving rave reviews for its ingenuity. Some customers have compared its consistency to that of fatty tuna (toro) and say its taste is similar to that of the Japanese dish of tuna and scallions. Just looking at pictures of Gyu Toro flakes sprinkled on top of various dishes will make your mouth water, so here's hoping they make it stateside soon.

Eating raw beef might scare you, but it is such a delicacy in Japan. Only super high quality meat can satisfy fastidious Japanese consumers.

Info: Tokachi Slow Foods
www.gyutoro.com (Japanese only)
bornfree@gyutoro.com

Book

Misako Rocks!: Inspiring All Girls Through Manga

After much anticipation, Misako Rocks! a.k.a Misako Takashima's third book from Henry Holt, "Detective Jermain", came out this month. Not only teenagers, but manga loving girls of all ages who are captivated by the heroic girl character and the beautiful illustrations in Misako Rocks!' stories, are once again flocking to book stores to be inspired.

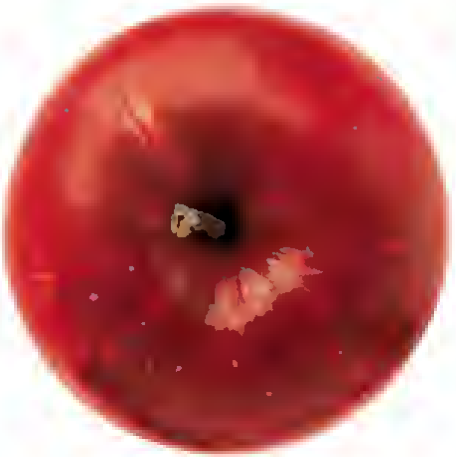
In the past, Misako Rocks! drew on her own life experiences of leaving her homeland to come to the US (because she had a huge crush on Michael J Fox!) as an exchange student when she was only a teenager. This time, her new title "Detective Jermain" has a new kind of heroin, an American teenager. Jermain is a 17 year old girl whose parents are famous detectives. With her buddies, she decides to take care of the mysteries surrounding her world, while she also deals with friendships and family issues. To create realism, she interviewed actual high school students and observed a few high schools to make the story relatable to kids that go to school in the US.

Combined with the adorable illustrations, and plenty of juicy romantic scenes, her mangas are simply irresistible to the XX chromosomes. "In short, you might say "girl power", but in my stories my characters struggle with their issues just like everyone else but they don't give up!," Misako Rocks! explains.

"I want the young girls who read my stories to feel inspired and to be encouraged to bring about action!" says Misako Rocks!, who encourages children even outside of her manga work by taking time out of her busy schedule to participate in NYdV, a volunteer based organization teaching Japanese culture to children throughout NYC.

"Detective Jermain" can be found in most major bookstores.

Misako Rocks! at NY Anime Festival on Sept 27th.
Presentation: 5:30 to 6:30pm. Autograph: 6:30 to 7:30pm
Kinokuniya Booth will sell her books during the festival
Info: www.misakorocks.com / www.nyanimefestival.com/chopsticks



Big in Japan, Cool in New York

Japan^{C} represents all that Japan is today: Cool, Cute, Clever and Creative.

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At the historic Felissimo Design House
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Japan^{C} is free and open to the public
Monday – Saturday, 11am – 6pm

Japan©

Visit www.japan-c.com for a full schedule of events.

Sake
Shochu
Tea

Time for indulging in Japanese drinks

8 SAKE: A FEW STEPS FOR BETTER ENJOYMENT OF SAKE

Featured sake: Chokaisan Junmai Daiginjo (Tenju Brewery), Dewatsuru Matsukura Tokubetsu Junmai (Akita Seishu Co., Ltd.), Hideyoshi Akinota Junmai Ginjo (Suzuki Shuzouten), Horoyoi Yamahai Junmai Ginjo (Naba Shouten Brewery), Manabito Kimoto Junmai Ginjo (Hinomaru Jozo Co., Ltd.), Dassai 23 Junmai Daiginjo (Asahi Shuzo), Ume No Yado Bizen Omachi Junmai Daiginjo and Ume No Yado Junmai Ginjo (Ume No Yado Brewery), Kagatobi Junmai Daiginjo Ai (Fukumitsuya Sake Brewery), Ugo no Tsuki Tokubetsu Junmai (Aihara Shuzo Co., Ltd.), Suijin Junmai Oh Karakuchi (Asabiraki Co., Ltd.), Chiyomusubi Tokubetsu Junmai (Chiyomusubi Sake Brewery Co., Ltd.), Hakuro Suishu Junmai Ginjo (Takenotsuyu Brewery), Tamanohikari Junmai Daiginjo (Tamanohikari Sake Brewing Co., Ltd.), Sakehitosuji Junmai Daiginjo (Toshimori Sake Brewery)

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Featured tea producers: Ocha-En, G.T. Japan, Inc. / Masada-en USA

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SAKE

A few steps for better enjoyment of sake

Key words that make your sake experience more colorful

daiginjo Sake is mainly made from rice, water, and rice *koji* mold and sometimes distilled alcohol is added. One of the factors that determine the flavor is the degree of rice which is polished off. The sake classified in the daiginjo category has less than 50% of the original rice grain remaining. The "percent of remaining grain size" or "seimaibuai" as this is called, is an important indication of how a sake will taste. So if you find a sake labeled 30%, this would be a daiginjo sake because 70% of the rice was milled off leaving 30%. The lower the number the smaller the grain. In general, the smaller number sakes are more fragrant, elegant, and better consumed chilled.

ginjo The same formula applies for the ginjo category. This is the sake whose "percent of remaining grain size" is less than 60%, which means more than 40% of the rice grain is milled away. Some distilled alcohol might be added.

junmai Literally meaning "pure rice", junmai sake refers to sake brewed only from rice, water, and rice *koji*, and had no extra alcohol added during the brewing process. This type of sake tends to keep the solid rice flavor.

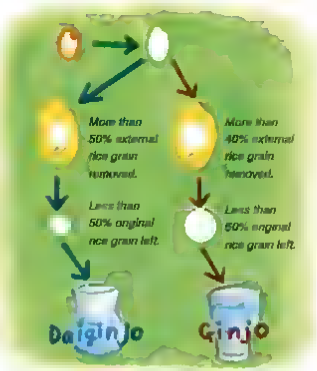

Illustration by Ai Tatebayashi

junmai daiginjo Is defined as "sake brewed only from rice, water and rice *koji* and using rice milled more than 50%." Brewing junmai daiginjo is more difficult and requires a higher level of technique, therefore, generally considered the highest quality sake.

junmai ginjo If a sake is labeled junmai ginjo, it is made from only rice, water and rice *koji*. The rice is milled for more than 40%.

muroka The term means "unfiltered" but in this case, it specifically means "not fine filtered with charcoal". It retains the freshly squeezed sake taste. Sakes skipping either the pasteurizing or filtering process, or both, allows the rice's richness to remain in the aroma, flavor and sometimes color.

nigori Is a coarsely filtered sake in which the unfermented portion of the rice is left, giving the sake a cloudy white color or chunks of rice floating inside. Since the rice are still working in the sake even after bottled, some nigoris are sparkling. Just be careful when you open it.

kimoto Is one of the oldest traditional methods used in sake brewing. This system uses lactic acid bacteria that cultivates in the sake naturally instead of using artificial ones. It requires a much longer time to make with more steps and labor as the bacteria are cultivated by hand. Although it's extremely difficult to carry out this process, the sake employing *kimoto* style has solid body and a distinct flavor, the way all sakes used to taste.

yamahai Is a short form of "yamaoroshi haishimoto." This style is quite similar to *kimoto* in terms of the processes. Its name comes from the elimination of one of the processes called "yamaoroshi", the most difficult part in *kimoto* style brewing, thanks to a scientific discovery made about 90 years ago. Much like *kimoto* style sake, yamahai style sake is full bodied, deep, and rich flavored.

Numbers help you sort out your brain

Acidity The number indicates the amount of organic acid such as lactic acid, succinic acid, and malic acid in the sake. Acidity affects the degree of sweetness of sake you perceive. The higher the acidity, the less sweetness you taste.

Sake meter value The number tells how much sugar is contained in the sake. It is measured by relative density compared to water, which has 0 (zero) value, and indicated by +(plus) or −(minus) followed by a number. The higher the number the drier the sake and the lower number the sweeter the sake. Usually, dry sake values around +5, and semi dry ranges from −1 to +4. Sweet sake even goes lower than −5. As mentioned above, acidity also plays a role in how you perceive the flavor. If the sake has high acidity, the flavor tends to seem drier, and vice versa.

Mystery of temperature

Finding the optimal temperature for sake is much more complicated than it is for wine. Generally, fragrant sake, like daiginjo, is best consumed cold (from 7-12 degree Celsius) because its subtle aroma can evaporate if heated. However, the best temperature for each sake depends on the sake. Most of the time, you can enjoy different flavors out of one sake, with various temperatures. Trying it in different temperatures and finding your favorite flavor could be a fun way to discover the depth of sake. For example, if you order a bottle of daiginjo sake for your dinner, try it chilled at first. Then leave it on the table rather than putting it back in the ice bucket. As the sake's temperature approaches room temperature, you can taste the changes in its flavor.

Some sake releases its flavor better in hot temperatures. In general, *kimoto* or *yamahai* style sake, that has solid body, often shows off its feature when heated. But again, this is not always the case. So, what's the deal with "junmai daiginjo brewed in *yamahai* style", you ask? There are no general rules when you get to this level. The best thing to do is to seek advice from sake sommeliers or sake experts in restaurants, bars, and liquor stores. Or if you are adventurous enough, just try them in different temperatures and find out for yourself!

ADVERTISEMENT

ASPEC-group introduces 15 premium sake from Akita: "The Empire of Beautiful Sake"

——Linda Noel Kawabata, Akita Sake Promotion & Exporting Council (ASPEC)

Akita is cherished by the Japanese for its natural beauty, lively festivals, delicate handicrafts, restorative hot springs, tranquil, snow covered winters, delicious seasonal dishes and sake! Ranking fourth in total sake production, Akita is one of Japan's most important sake producing states. The Akita Cold Brewing method ensures a smooth, full-bodied taste with memorable character. The people of Akita are so proud of their sake that they refer to the region as bishu oukoku or the "empire of beautiful sake."

Of the more than 1500 breweries in Japan, only a handful continuously produce gold-medal sake every year. ASPEC is a consortium of 5 such award-winning breweries from Akita, Japan who have joined to singularly bring to America the best of their brewery and collectively to bring to America the best of Akita sake. Those breweries are **Akita Seishu Co., Ltd., Dewatsuru Brand; Hinomaru Co., Ltd., Manabito Brand, Naba Shouten Brewery, Horoyoi Brand; Tenju Brewery, Chokaisan Brand;** and **Suzuki Shuzouten, Hideyoshi Brand.** Each brewery avails itself of abundant natural resources: the purest water, and rice especially grown in naturally fertile soil. ASPEC brewers partner with nature to create sake that is balanced, elegant, delicious — The distilled essence of the nature that surrounds them.

15 wonderful sake varieties will be available for sale in the US from October 1st. They range from rare limited edition Aged Junmai Daiginjo in ornate gift boxes to easily accessible Kimoto Junmai Ginjo in 300ml bottles to a Yamahai Nama Genshu sake in a cool, modern aluminum "tank" that is sure to be a hit! Ask for these sake at the restaurants and retail stores you frequent. KANPAI!

Akita Sake Promotion & Exporting Council

Linda's Pick

CHOKAISAN Junmai Daiginjo

Its perfumed pear and floral fragrance comes from flower yeast! This Junmai Daiginjo is matchless in its balance. Pairs perfectly with oysters, oil-rich foods, nuts, grains, milky sauces and cheese.
Alcohol: 15-16%
SMV: +1, Acidity: 1.4

Tenju Brewery
www.tenju.co.jp

DEWATSURU MATSUKURA Tokubetsu Junmai

A rich sake with fragrance of marshmallows, milk, minerals, spring greens and Japanese cypress. Well-rounded flavor with lots of character. Pairs with prosciutto, cheese, creamy dishes, fusion recipes, and mild curries. Enjoy cold to lukewarm.
Alcohol: 16-16.9%
SMV: +4, Acidity: 1.7

Akita Seishu Co., Ltd
www.igeta.jp

HIDEYOSHI AKINOTA Junmai Ginjo

This is a rich, hearty sake with a clean aftertaste and moderately short finish. Wonderful balance of aroma, sweetness and acidity. It brightens the taste of sushi, oysters and seafood appetizers.
Alcohol: 15-17%
SMV: +3.5, Acidity: 1.7

Suzuki Shuzouten
www.hideyoshi.co.jp

HOROYOI Yamahai Junmai Ginjo

This sake has sweetness, pronounced flavors and aromas from its "yamahai" brewing method. Hints of banana and pineapple, zesty acidity on the palate. Recommended as an aperitif. Pairs with roasted vegetables, white meat fish and poultry.
Alcohol: 15-16%
SMV: +2, Acidity: 1.7

Naba Shouten Brewery
www.jizakemonogatari.net

MANABITO Kimoto Junmai Ginjo

MANABITO means one who is "True Blue." This bottle-aged "kimoto" style sake is truly well-structured--mellow with a full-bodied, tangy rich taste and sweet aroma. Well suited with sashimi, complements crispy, batter-fried foods, or fatty cuts of fish and meat. Great palate cleanser.
Alcohol: 15-17%
SMV: +5, Acidity: 1.7

Hinomaru Jozo Co., Ltd
www.hinomaru-sake.com

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WORDS FROM THE HEART FOR DASSAI 23 ⑫

As one of the highest quality sakes in Japan, *Dassai* has earned legions of fans since its introduction in the US. Here is what they have to say.

A CHEF WITH HIGH-STANDARDS FINDS THEM MET BY DASSAI 23

EVEN APPEALING TO A NON-DRINKER

To say that the owner and chef of the Michelin guide rated Sushi of Gari, Masatoshi "Gari" Sugio, is passionate about sushi is an understatement. In order to remedy customers using too much soy sauce, Gari created his own sauces that are put directly on the sushi before it is served. This care that infuses his preparation reflects the fact that he considers each piece of sushi a separate dish. Although he himself is not a big drinker, Gari feels as strongly about the sake served at his restaurant as he does about sushi, and he believes that the junmai daiginjo Dassai 23 matches his philosophy to a tee.

The restaurant typically has about 20 different kinds of sake, the majority being limited editions that are not made for the mass market.

Gari stocks each of his restaurants with Dassai 23, a top level sake that meets his high standards. It is one of the top 3 his customers ask for.

Gari often travels back to Japan in order to get his hands on such rare sakes. He asserts, "Fortunately Dassai 23 is distributed here, but if it wasn't I would fly to Japan for it!"

"The passion the brewer has for sake is evident in the high-quality of the product," says Gari. "Up until now I've tried about 1000 sakes, and when I first drank Dassai 23 I knew it was one I had to have." Aside from the main Upper East Side location, there are other Sushi of Gari restaurants in midtown and the Upper West Side, and Gari stocks all three with Dassai 23. For customers, it is always served chilled and in either glasses or small colorful ceramic cups as per request. Dassai 23 is one of the top three sakes that customers select, and despite its high price on average two bottles are sold each day.

SAKE AS A LIVING DRINK

"For me the three important elements of sake are the first sip, how it goes down your throat and what taste it leaves in your mouth," says Gari. "Dassai 23 is sweet without being cloying, and the taste stays in your mouth for just the right amount of time." He also compares the sake to a Japanese "national" actress, Sayuri Yoshinaga, who has been popular for more than 40 years. In addition to her intelligence and elegance, her natural beauty evolves and matures as she ages. According to Gari, Dassai 23 is more like this mature Yoshinaga who glows with inner beauty than the younger Yoshinaga who was sweet in a girl-next-door way.

As for what kind of sushi goes best with Dassai 23, Gari says that its versatility and non-lingering taste enable it to go well with anything he serves. However, in particular he recommends fish with shimmering skin such as mackerel, and picks his tofu sauce as one that is especially complemented by Dassai 23. Like his original mission of having diners enjoy the fresh taste of the fish and rice instead of the soy sauce, Gari sees sake in the same way. "Like fish, it is a living thing and I want customers to experience it in as delicious a form as possible. With Dassai 23, I'm confident that they're doing this."

Sushi of Gari
402 E. 78th St. (bet. 1st & York Aves.)
New York, NY 10021
TEL: 212-517-5340/ www.sushiofgari.com

Dassai 23 (Niwari Sanbu) Junmai Daiginjo

Made from rice milled down to its core until only 23% of the original remains. This is the highest degree of milling for commercial sake in the world. It is a sake that is the pinnacle of refined elegance, subtlety, delicate flavors and aromas.

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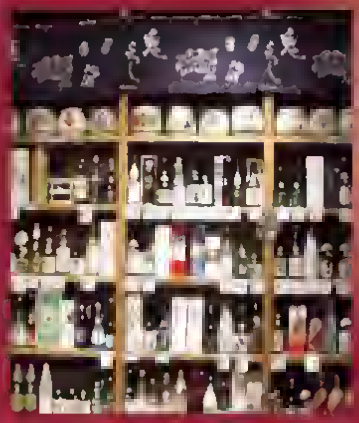

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DAIGINJO FOR THIS FALL

(From left) Osakaya Chobei, Ken, Kamoshibito Kuheiji Ginhan 50
Kuromatsu-Hakushika Goka Sennenju Minowamon

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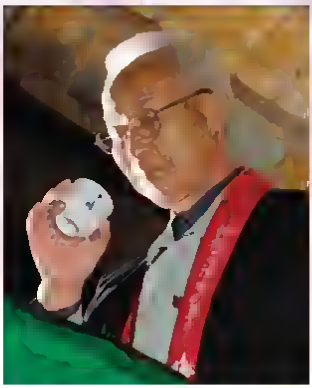
Nurtured in a historical town, brewed with craftsmanship and young spirits—"Ume No Yado" is coming to New York

According to some archival records, the history of sake brewing began in Nara, the old capital city of Japan. Nara is a historical place that will be 1300 years old since it became the capital of Nara Era in 710. This is where the microbrewery that produces **Ume No Yado** has its home. At the foot of Mt. Katsuragi, located southwest of the Yamato Basin, the microbrewery strives each day making local sake. Their motto, "small amount yet high quality", has never changed since its establishment in 1893.

The sakes they make use optimal rice for sake brewing such as Yamadanishiki and Bizen Omachi, groundwater from Mt. Katsuragi, and Nanbu-style brewing, which is known for clean-tasting sakes. The distinctive feature of Ume No Yado is its rich flavor, which in a way, goes against the recent sake trends in Japan which favor the crisp and dry sakes. However, this microbrewery respects the kind of sake with depth and body that elicits nostalgia. The end result is a full flavor and comfortable aftertaste while maintaining a clean finish.

Under the thorough supervision of experienced Nanbu style brewmaster, Mikio Takahashi, eight young brewers, whose average age is late 20's, work at Ume No Yado Brewery today. When craftsmanship teams up with youthful energy, it seems the power of creation multiplies. The two items from their original brand, "Ume No Yado Bizen Omachi Junmai Daiginjo" and "Ume No Yado Junmai Ginjo" will be available in New York late this year, bringing you the profound flavors of a historical town.



A veteran brewmaster Mikio Takahashi, employs the Nanbu Toji style brewing technique and has been working in Ume No Yado Brewery for 13 years. He uses all of his five senses like sight, smell, hearing, taste, and touch to brew the sakes, creating a well balanced taste

Ume No Yado:

Bizen Omachi Junmai Daiginjo

Using a rare sake rice variety, Bizen Omachi, which once was on the verge of extinction, the taste of rice is preserved well in the sake. Its apple-like aroma, subtle and fresh acidity and silky texture are well balanced. This fragrant junmai daiginjo is better chilled and goes very well with sushi, steak and creamy tasting dishes including fresh oyster.

Rice: Bizen Omachi
Milling rate: 40%
SMV: +4 (Dry)
Acidity: 1.5

Ume No Yado:

Junmai Ginjo

This junmai ginjo is brewed from 100% Yamadanishiki. Maintains a deep aroma and fresh, clean, taste, with a solid rice flavor. The distinctive aroma of pear is just gorgeous. It's better consumed chilled. Grilled fish, Teriyaki- and Italian cuisine are well suited with this best selling sake.

Rice: Yamadanishiki
Milling rate: 50%
SMV: +3 (Dry)
Acidity: 1.5

Katsuragi City, Nara

Ume No Yado Brewery
27 Higashimuro, Katsuragi, Nara 639-2102 Japan
TEL. +81 745-69-2121 FAX. +81 745-69-2122
E-mail: info@umenoyado.com
www.umenoyado.com

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Kagatobi Junmai Daiginjo Ai

加賀鳶 純米大吟醸 藍

FUKUMITSUYA SAKE BREWERY

Alcohol 16%
SMV +4
Acidity 1.6

As you bring the glass to your nose a flowery aroma wafts by When you take a sip a silky texture dances on your tongue When it flows into your throat, it naturally penetrates your body like the tide on the beach sinking into the sand This is how **Kagatobi Junmai Daiginjo Ai** tastes

Kagatobi is brewed by Fukumitsuya, a company that was established in 1625 in Kanazawa City Ishikawa Prefecture The brewery is a type called junmai gura where sake is made without adding alcohol or sugar and accordingly the three elements of water rice and the techniques of traditional craftsmen determine its taste Fukumitsuya uses spring water with perfect mineral components for sake brewing For the rice it works with local farmers even from the beginning stage of developing the soil in order to harvest the best rice for sake Also Fukumitsuya s brewers are particular about executing the brewing process by hand to bring out the maximum natural flavor

Where to buy *Kagatobi Junmai Daiginjo Ai*
Elizabeth & Vine Inc., Sakaya

Restaurants serving *Kagatobi Junmai Daiginjo Ai*
Amber, Matsuri Sachiko s on Clinton

The brand name Kagatobi comes from the name of a feudal lord firefighter group that was retained by the Kaga Clan at their Edo residence during the Edo Period (1603-1868) At the time they were extremely popular Although their personalities were often described as "short tempered," they were considered to be a cool firefighting squad This spirit is the brand s concept and as this implies crispness is a key feature Among the brand s lineup of sakes Ai is the one comprising the brand's masculine crispness in addition to a feminine gorgeousness and sensitivity of its own

It is such a high-quality sake that it is great for gifts as well as being enjoyed on its own Also it goes well with delicate dishes from any type of cuisine If it is with Japanese food, some suggestions are *Sake infused Steamed Abalone* and *Broiled Sea Bass* For Western dishes *White Meat Fish Mousse* and *Scallop Carpaccio* are recommended For Chinese cuisine *Bang Bang Chicken* and *Fried Crab* are highlighted Ai will perfectly accompany your dinner the same way as white wine

Fukumitsuya Sake Brewery
2-8 3 Ishibiki Kanazawa
Ishikawa 920-8638 Japan
www.fukumitsuya co.jp

This is a crisp junmai daiginjo with a delicate taste and fragrant aroma It goes well not only with Japanese food but Western and Chinese cuisines as well, and can be enjoyed with dinner in the same way that one regularly drinks wine.

Mr Junichi Nagata (Manager of International Marketing)

Ugo no Tsuki Tokubetsu Junmai

特別純米 雨後の月

AIHARA SHUZO CO., LTD

Alcohol 15-16%
SMV +3
Acidity 1 3

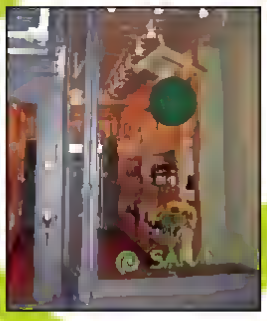
Hiroshima prefecture has been prominent for sake production, since the first brewery in the region succeeded in creating savory sake from the local soft groundwater about 150 years ago Aspiring to brew Hiroshima's sake with its native rice and water, Aihara Shuzo produces sake only above daiginjyo grade, brewed with rice milled at least 50% to its core. **Ugo no Tsuki** translated means "moon after the rain" is brewed from *Hattannishiki* and *Omachimai*, their thorough milling process results in a clean and pure taste Its refreshing fragrance and mild, elegant flavor goes wonderfully with any type of food from cheese and meat to sushi and sashimi. It is an ultimate meal companion best served chilled in a glass

Aihara Shuzo Co Ltd
1-15 25 N gatahonmachi Kure
Hiroshima 737-0152 Japan
www.ugonotsuki.com

***Ugo no Tsuki* is created in the image of the moon in the night sky after the rain Its sweet and smooth flavor is ideal for an intimate candlelight dinner. This sake is versatile. Try a bottle with a full course dinner to enjoy its different flavors and combinations.**

Mr Jun chiro Aihara (President)

Come visit us to explore the city's largest selection of Japanese artisanal sake.



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Suijin Junmai Oh Karakuchi

水神 純米大辛口

ASABIRAKI CO., LTD.

Alcohol 16-17%
SMV +10
Acidity 1.5

Asabiraki Brewery was born in Iwate Prefecture, the northern part of Japan during the Meiji Restoration Period in 1871 when Japan was undergoing a political and social revolution. Iwate did not harvest sake rice at the time and with the goal of producing "Iwate's sake from Iwate's local rice" Asabiraki Brewery engineered Iwate's original sake rice *Ginginga* after 8 years of research. **Suijin**, brewed from Iwate's local rice, is a super dry Junmai full-bodied and sharp with a sleek finish. The impact of the dryness followed by an explosion of palatable rice flavor is refreshing when served chilled. When pairing with food, serve lukewarm for a better aroma and flavor. The dryness refreshes your palate and is fabulous with seafood and rich dishes.

Asabiraki Co., Ltd
10-34 Daijiji, Morioka
Iwate 020-0828 Japan
www.asabiraki-net.jp

Since ancient times "suijin", symbolized by a dragon, has been honored as the god of water to bring rain for a successful rice harvest. *Suijin* is rich in rice flavor and smooth as water. The pungent aroma elevates your senses like a dragon rising up to the heavens.

Mr. Yoshitake Murai
(President)

Chiyomusubi Tokubetsu Junmai

特別純米 千代むすび

CHIYOMUSUBI SAKE BREWERY CO., LTD

Alcohol 15.5%
SMV +3
Acidity 1.5

Chiyomusubi Brewery was established 144 years ago amidst the Sea of Japan in Totton Prefecture, a region prominent for its fish industry. They believe that the finest sake should be authentic, pure and healthy; their sake is brewed by a 50-year veteran brew master Tadayoshi Iwanari and his young protégés using a careful blend of local rice strains and spring water. **Chiyomusubi Tokubetsu Junmai** is bottled before pasteurization and characterized by the abundance of a fruity aroma and powerful taste. Serve it around 46-50°F for a wide range of flavors. Its subtle minerals enhance seafood dishes, and pairing it with the seafood of each season gives you a new appreciation for versatile sake.

Chiyomusubi Brewery
131 Taisyomachi, Sakaiminato
Totton 684-0004 Japan
www.chukai.ne.jp/~sake88

***Chiyomusubi Tokubetsu Junmai*, with its gorgeous aroma and voluptuous flavors, is one of the most popular labels in our brand, and was also voted #1 in the Tokyo Junmai Festival 2007. Try it with different seasonal seafood to experience a world of new flavor combinations.**

Mr. Haruo Okasora
(President)

Hakuro Suishu Junmai Ginjo

はくろすいしゅ

TAKENOTSUYU BREWERY

Alcohol 15.5%
SMV +1
Acidity 1.1

Takenotsuyu Brewery prides itself on using only local ingredients for their sake. **Hakuro Suishu** is brewed from rice grown in the local Yamagata Prefecture and Dewasanzan natural water pumped from a 330 yard well on site. Dewasanzan water is soft alkaline water containing few to no minerals. It is known for its complexity in balancing the flavor of sake, but in spite of that, by utilizing both traditional and modern technologies, Takenotsuyu Brewery succeeded in brewing Hakuro Suishu, a sake with the allure of a melting quality and bursting aroma followed by a refreshing aftertaste. It has been awarded the Gold standard from Japan National Sake Appraisal 6 years in a row which no other brewer has accomplished before.

Takenotsuyu Brewery
133 Haguro, Tsuruoka
Yamagata 997-0152 Japan
www.takenotsuyu.com

With your support, *Hakuro Suishu* received the Gold standard from Japan National Sake Appraisal 2008 in Division One as well, and it marks our third consecutive win as the best sake in Japan. Its perfectly balanced and smooth flavor will win you over!

Mr. Masao Asawa
(President,
Managing Director, Production)

Tamanohikari Junmai Daiginjo

玉乃光 純米大吟醸

TAMANOHIKARI SAKE BREWING CO. LTD.

"Tamanohikari" means "Brilliant Jade", and the sake Tamanohikari Sake Brewing Co. produces is renowned for its rich and luxurious flavor. The brewery was founded in 1673 and has been producing premium sake with the motto "pure and natural". **Tamanohikari Junmai Daiginjo** is brewed with one of the oldest strains of sake rice *Omachi*, which was also used to engineer one of today 's finest sake rice *Yamadanishiki*, their sake rice is milled to 50% of its original size for a well-rounded taste. It is full-bodied with an exquisite ample acidity, and has an eloquent fruity fragrance of peach, apple and pear. Its delicate balance of sweetness and acidity makes it an ideal companion for any meal.

Alcohol: 17.2%
SMV: +3.5
Acidity: 1.7

Tamanohikari Sake Brewing Co. LTD.
545 Hiyashisaka, Fushimi
Kyoto 612-8066 Japan
www.sake.com

We believe in producing only premium sake, and *Tamanohikari Junmai Daiginjo* is brewed from 100% *Omachi*, the finest sake rice known today. It has a more powerful flavor than the sake brewed from *Yamadanishiki*. Enjoy our sake that is pure & natural.

Mr. Hiroshi Ujita
(President)

Sakehitosuji Junmai Daiginjyo

酒一筋 純米大吟醸

TOSHIMORI SAKE BREWERY

Since 1868 Toshimori Sake Brewery has been producing sake with the belief that the best sake is brewed with rice and water in their native climate. They are devoted to selecting sake rice, and **Sakehitosuji** is brewed with a local strain of rice called *Omachimai* which at one point was almost extinct. *Omachimai* now called *Akaiwa Omachimai*, makes flavorful sake with an excellent finish, which goes well with sushi and sashimi, and also is a good companion for meat dishes like sukiyaki and yakitori. It pairs exceptionally well with fatty fish by accentuating the flavors and cleaning your palate with its tanginess, unique to the Junmai style. Savor the essence of Sakehitosuji, a superior sake produced from extraordinary rice.

Alcohol: 15-16%
SMV: +4
Acidity: 1.3-1.4

Toshimori Sake Brewery
782-1 Nishikarube, Akaiwa
Okayama 701-2215 Japan
TEL: 086-957-3117

With our effort to revive the local rice *Omachimai*, it has become one of the most premium sake rice known to produce fine sake today. *Sakehitosuji* is a chateau wine of sake. It is best served chilled and enjoyed formally just like a chateau white.

Mr. Hiro Toshimori
(Senior Marketing Director)

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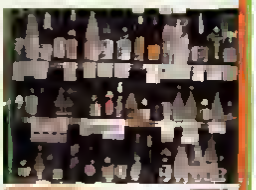

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conversation with sake sommelier

OUR VERY OWN SAKE SAMURAI IN NYC

Talking to Tim Sullivan, a sake teacher who was named a Sake Samurai by Japan Brewery Association in 2007, you would never guess he had no interest or opinion about Japanese culture or sake just until a few years ago. In fact, he was a former German language major, whose international experiences were very much European based, but his life turned upside down (in a good way) when he discovered premium sake one day on a whim

Was there a particular event or sake that lead you on your current path?

I discovered sake through a food pairing experience. I just decided to try Hakkaisan Junmai Ginjo, a premium sake, on a lark when I was eating high quality sushi. When I had it together with the sushi it was a transformative experience. I always tell people a good sake and food pairing is like one plus one equals three. It got me interested because I was really curious how rice and water could make banana flavors, and melon flavors.

What has discovering sake meant to you?

I've heard sake being referred to as the "latest trend a thousand years in making", and it's really true. It's really gaining momentum here now, but sake is so deeply connected with the Japanese culture and it's a study of restraint and balance, and it is an expression of what it means to be Japanese in many ways. Between the types of sake, and the understated elegance of sake is an encapsulation of some wonderful aspects of Japanese culture. Discovering and understanding the culture and the people of Japan through sake has been a real honor.

Tell us about your experience of being named a Sake Samurai.

All I can say is that, that experience was life changing for me. It was my first trip to Japan. I was invited by the Japan Brewers Association, and I was unprepared for the beauty of the ceremony which was at Shimogamo shrine in Kyoto. It was my first time participating in a Shinto ceremony. Meeting all the brewers there, and seeing their dedication and enthusiasm for having people outside of Japan who are passionate about sake was something else, and it was very humbling to be recognized by doing something I am so enthusiastic about. I realized that language was so important. I was humbled by how important the language was in understanding sake and it encouraged me to study more. The other major thing that came out of being a Sake Samurai is that you actually take vows, which I promise to uphold for the rest of my life.

What are some of the sakes you enjoy?

It depends on my mood, and what I'm doing, but when I'm like this relaxing with friends having sake on its own, I really go towards light, elegant, soft, Niigata style sake, or the wonderfully fruity, light sakes that come out from Yamagata, and Hiroshima. I really enjoy Hakkaisan Ginjo. It's got a bit more of a floral character and richness than the Hakkaisan Junmai Ginjo, which I find to be cleaner and crisper. I also like Kudoki Jozu from the Imai brewery in Yamagata. It's a very small brewery but they make wonderful luscious sakes that are easy to drink. It has some substance to it, so it can definitely stand up to food, too, but I personally like to enjoy it on its own because it is a little on the floral side, and I like to really enjoy its aroma without food getting into the mix.

Any tips for food pairing?

There are general rules for pairing sake with Japanese food (such as light sake with light food, rich sake with rich food) but pairing sake with American food is very much cutting edge. There are really not a lot of established rules, and I think that's wonderful, because it gives you the freedom to experiment with what you want. I tend to draw parallels from what I learned from the Japanese culinary world. For example, if I found a sake that pairs very well with yakitori (charbroiled chicken skewer) I might try that with a turkey burger, or something that's in the same vein but with an American spin. That has lead to some wonderful pairing ideas for me. Similarly, food pairing ideas will inspire demand for certain styles of sake that may become more prevalent, so it's a wonderful area for exploration.

Tim Sullivan at En Japanese Brasserie (www.enjb.com).

Tim swore to uphold the following vows forever when named a Sake Samurai.
1. Love both sake and the beautiful culture of Japan
2. Strive to gain a deeper understanding of sake culture and work on behalf of its further development.
3. Spread the word about Japanese sake around the world with pride and passion

What trends do you see in sake right now in the US?

I think sake manufacturers will continue to make new styles and try to cater to the taste of this emerging market that come out of the food pairing ideas. There are interesting lighter, low alcohol, sparkling sakes right now, and more and more brewers are giving that a try. Muroka (non-filtered) is another trend. I think that that's a very interesting development. People are sort of getting back to their roots in a way, and trying out this more vibrant type of sake. It adds an interesting dimension to the variety and it's a very exciting trend that's going on right now.

**Tim Sullivan's website: www.Urban Sake.com*
**Tim Sullivan will have a lecture on sake at JapanC event on October 23rd. For more information about this event, go to www.japan-c.com*

SHOCHU

Introduction to thriving drinks in Japan

Shochu is a traditional drink connected deeply with Japanese history, and has been enjoyed among the Japanese for centuries. In the last decade, domestic shochu consumption has drastically increased in Japan. Although the beverage is not really widespread in the US compared to its counterpart sake, it is gradually but surely gaining recognition outside of Japan. Here are some reasons why you should try shochu.

Its Production Process Makes Shochu Good For The Body

One of the features of shochu is its health benefits. Shochu is produced from fermenting and distilling ingredients, and during the process, minerals and extracts are removed except for the flavor and aroma, therefore, shochu's caloric value and sugar content remain lower than other types of alcohol. For this reason, doctors in Japan often recommend shochu to patients with obesity and gout if they like to drink alcohol. This appeals to people who want to keep fit and middle aged men with increased risk of metabolic syndrome.

Thanks to this distillation process, shochu's alcohol component becomes highly refined. This means the alcohol in shochu can be broken down by the human body more easily and faster compared to other types of alcoholic drinks. So, if you are a hang over sufferer, shochu might be the right beverage for you.

Different distillation styles and the rise of premium shochu, honkaku shochu

One of the reasons for the recent shochu boom in Japan is that recent technology made it easier to make better shochu, which resulted in the rise of premium shochu, which is called *honkaku shochu*. First of all, shochu is largely categorized into two different groups, "singly distilled shochu with more than 45% alcohol by volume" and "multiply distilled shochu with alcohol by volume less than 36%". The former type of shochu is what we call *honkaku shochu*. *Honkaku shochu* is heavier on the palate and retains the flavor of its base ingredients. Most of the time, *honkaku shochu* is limitedly produced in micro-distilleries. With the recent shochu boom, *honkaku shochu* was rediscovered in Japan and has become more appreciated among Japanese, so much so that shochu is now the more popular drink in Japan.

On the other hand, the multiply distilled shochu with 36% alcohol by volume is close to pure alcohol with a very clean taste. Because it has no strong smell or distinct flavor, it is favorable to use for cocktails and shochu drinks with mixers commonly known as *chuhai*. These shochu cocktails have become extremely popular among the mixologists in Japan.

Illustration by Ai Tatebayashi

Variety of ingredients and ways of drinking shochu

Unlike wine, sake, beer, and many other alcoholic drinks, shochu can be made from a vast variety of ingredients. The most commonly used base ingredients are *imo*(sweet potato), *mugi*(barely), *kome*(rice), *soba*(buckwheat), and *kokutou*(brown sugar), but some are made from aloe, carrots, dates, and even seaweed, among others. The characteristic of the shochu flavor largely comes from its base ingredient, giving shochu truly a world of infinite possibilities.

As many types of distilled alcohol can be consumed in various ways, so can shochu. Most commonly enjoyed ways of drinking shochu are straight, on the rocks, *mizuwari*(diluting with cold water) and *oyuwari*(diluting with hot water), but there are countless other ways. *Honkaku shochu* is suited for drinking straight and on the rocks because of its distinct flavor and aroma, which is the heart of *honkaku shochu*, that many people prefer to enjoy it as it is. However, this is gradually changing as many new cocktails that maximize the unique flavors of *honkaku shochu* are now rapidly growing as a trend. The ways of enjoying shochu are limitless, so why don't you give it a shot!

AWAMORI

Awamori is a specialty shochu, distilled in Okinawa prefecture, which has been brewed in the region for the last 500+ years. In mainland Japan, it used to be liquor only the elite of the elites could get there hands on. It employs a unique mold, "awamori koji kabi", for helping fermentation. It's a single distilled shochu and its alcohol volume is about 30% but some can get much higher.

ADVERTISEMENT

SHOCHU THAT CAPTIVATES ADVENTUROUS BEGINNERS

Shochu is now enjoying unprecedented popularity in Japan, but the phenomenon is just arriving in New York. Stocking SUNTORY's sweet potato shochu Kuromaru from their opening about two years ago, the yakitori (Charbroil Skewer) place, **Torys**, in midtown Manhattan sees the growing number of non Japanese customers who order shochu. Here the manager, Hitomi Niki, talks about Kuromaru's appeal.

How would you describe the taste of Kuromaru?

Since it doesn't have a strong sweet potato flavor, it's easy to drink even for first time shochu drinkers, I think. So, Kuromaru makes my life easy whenever I have to find some shochu for absolute beginners. Kuromaru is a hit every time.

What kind of shochu is popular in your restaurant?

Sweet potato shochu is the best selling category. Almost all of the non-Japanese customers in our restaurant order one out of the five brands we carry. Those customers are very "Japan savvy" and somehow they were informed that sweet potato shochu is the king of shochu. Naturally, they order sweet potato shochu, but as you know, sweet potato shochu generally has a strong sweet potato flavor and it's not easy for beginners. But from my experience it seems that Kuromaru usually appeals to even such adventurous customers who want to try sweet potato shochu for the first time. It is surprising when they order a bottle and finish it off when they come with a small group of like 3 or 4.

Would you recommend any good styles of enjoying Kuromaru?

We offer several mixers/side items for shochu such as oolong tea, green tea, lemon, etc., and among them, freshly squeezed grapefruit juice is definitely the most wanted. We serve a half cut grapefruit and a squeezer on the side of Kuromaru. So, they can squeeze it as they want.

How about Japanese shochu fans?

They mostly drink it on the rocks because they know that is the best style for enjoying the sweet potato flavor of Kuromaru.

In terms of food pairing, what would you choose from your menu to go with Kuromaru?

Well, our specialty, yakitori (charbroiled skewers) generally goes perfect with shochu. But if I have to choose some among them, I'd say *Teba* (chicken wing), *Kurobuta Negi Pon* (organic pork with scallion & ponzu), *Lamb Chop* and *Harami* (Skirt Steak) are best suited for Kuromaru. The shochu can wash out the oily aftertaste of the food and refresh the palate. So, your taste buds can reset for the next bite. Also, from our kitchen menu, I recommend *Teba Gyoza* (Deep Fried Pork Dumpling Stuffed in Chicken Wing) and *Ika Sugata yaki* (Charcoal Grilled Squid, Hokkaido Style, served with Miso & Soy Sauce). They are standard Japanese izakaya dishes, but they appeal to our non-Japanese customers as well.

Torys has eight mixers/side items for shochu, including fresh grapefruit, orange, lemon, oolong tea and pickled plum

Smoky aroma of yakitori is mouth-watering itself, but when it's paired with Kuromaru, it's even more enhanced.

Ms. Hitomi Niki is confident recommending Kuromaru to even shochu novices

Torys
248 E. 52nd St., 2nd Fl.
(bet. 2nd & 3rd Aves.)
New York, NY 10022
TEL. 212-813-1800

Shochu Tidbit

Diluting shochu with hot water, called *oyuwari*, is a common style in Japan. Diluting ratio is determined by each person's preference, but it is said the perfect ratio corresponds to the alcohol content of the drinks that he/she consumes regularly, beer, sake, whiskey, wine, etc. So if you are a beer drinker, you most likely want to dilute your shochu to 4-5% alcohol content. Or if you are a wine lover, that ratio would be 10-12%.

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Sweet potato shochu with a mild and brilliant taste and a clean finish
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Brown Sugar Shochu
Alcohol 25%

Lento

れんと

AMAMI OSHIMA KAIUN BREWING COHP.

Kaiun Syuzo was founded in Amami Oshima, an island known for its endless horizons, about 235 miles south of mainland Japan. Its climate is conducive for shochu production, and they are the youngest distillery on the island. **Lento** is a brown sugar shochu "created by women for women", and their distillation technique combines the traditional with the innovative. What makes Lento unique is its aging technique which utilizes the sound vibrations of music. "Lento" in musical terms means "slow", and this shochu is aged for 3 months in a cellar where classical melodies are played to slowly stimulate the molecules. It awakens the flavors making it sophisticated and smooth. Lento debuts in New York this September.

Amami Oshima Kaiun Syuzo
9-15 Minatomachi, Nase
Kagoshima 894-0026 Japan
www.lento.co.jp

Just as you play music for your loved one, we play gentle and tender melodies of classical music for *Lento*. The rich and sweet aroma of *Lento* spreads in your glass like a beautiful serenade, and its remarkably smooth flavor melts your soul with joy.

Ms. Ayano Akazaki
(Director)

Sweet Potato
Rice Malt
Alcohol
20%

Kappa no Sasoimizu

河童の誘い水

KYOYA DISTILLERY

The oldest distillery located in Miyazaki of the southern Kyushu Island. Kyoya Distillery has been producing shochu with their traditional technique since 1834. Their shochu is distilled in small batches, processed by hand and fermented slowly in their great earthen pots. **Kappa no Sasoimizu** is a versatile shochu made from sweet potatoes. It is smooth to the palate and has the aroma of orange peel and star fruit with a subtle nuttiness followed by a distinct floral aftertaste. It does not interfere with the flavors of dishes, and pairs well with delicate dishes like sashimi or sushi. Best served with crushed ice or on the rocks it adapts to any type of cuisine simply by adding water and changing the serving temperature.

Kyoya Distillery
2-8-2 Aburatsu Nichinan
Miyazaki 887-0001 Japan
www.kyo-ya.com

***Kappa no Sasoimizu* has received numerous awards from international spirit competitions including Gold from the Monde Selection. Its elegant, pure flavor is perfect for any meal. Enjoy it chilled for maximum flavor.**

Mr. Shinichiro Watanabe
(President)

Be Captivated by Bozu's Multi-National Blend of Flavors

Bozu Restaurant

If you are a martini kind of person and love Japanese food, Bozu is the place to dine! They offer 11 original martinis blended with unique Japanese flavors. Mr. Shigeo Kitade, a bartender with extensive experience on both sides of the pacific, recommends **Yuzu Rambutan Martini**, a vodka martini with the bursting flavor of Japanese yuzu citrus and Rambutan juice for an aperitif or with a meal. Its dryness and zesty yuzu flavor followed by the subtle sweetness of Rambutan is refreshing and excellent for clearing your palate, making it a wonderful companion for their fried dishes like the creamy Rice Croquette or Shrimp Karaage. They also offer 20 kinds of sake, 16 shochu as well as a wide variety of shochu infused with fruit. Their cocktails are inspired by Japanese ingredients like matcha, sesame seeds and wasabi, and their tapas menu is designed to pair perfectly with them. "Visit us and experience an entirely new generation of Japanese cuisine", says Mr. Kitade.

Bozu
296 Grand St., Brooklyn NY 11211
TEL 718-384-7770
www.bozu.com

TEA

The power of Japanese every-day drink

The refreshing flavor of green tea gives nothing but comfort to the Japanese people. Although many non-Japanese people consider *maccha* to be "the green tea", it is not the kind that Japanese drink daily. Green tea has many types, from sweet to bitter and from every day drinking to luxury types. Understanding more about green tea helps you incorporate this healthy beverage into your own daily routine as the Japanese do.

Different processing styles define the type of tea

Most of the tea consumed all over the world share the same tea tree, and the diverse flavors of the three main types of tea, black tea, green tea, and oolong tea are due to the different processing styles.

Black Tea: Black tea-leaves are fully oxidized before firing, making it a full bodied tea with a strong flavor. This is the kind most commonly consumed all over the world. Use boiling water and allow the tea to brew for three to five minutes.

Green Tea: Green tea-leaves are dried via steaming or firing before any oxidation occurs. This gives it a more delicate flavor than other types of tea. Since it does not go through the oxidation process, the leaves retain much of their nutrients and are high in vitamins, minerals, polyphenols and anti-oxidants. Green tea has more health benefits than any other types of tea.

Oolong Tea: Mainly grown in China and consumed among Chinese people all over the world, oolong tea leaves are partially oxidized before firing. The taste varies depending on the degree of oxidation from dark to light.

Sweetness, bitterness, and astringency Features of each green tea

Green tea is the freshest type of tea as well as richest in nutrients, which gives the tea lots of health benefits when consumed. Green tea itself has many forms and each of them has a different flavor profile and requires different ways of brewing it. The components of tea such as amino acids, catechin, teanin, and caffeine, is what affects the flavor.

Gyokuro: The highest quality of green tea leaves. Specially grown in the shade for about 3 weeks before harvest, it has an exquisite sweetness due to its teanin rich makeup, but is also one of the more difficult teas to steep with perfection. Each household in Japan keeps this top quality green tea to be served to their guests.

Sancha: It is the most popular and common tea in Japan served for daily drinking. It has a nice balance of sweetness and bitterness, releasing different tastes depending on the brewing temperature and time.

Bancha: Still widely consumed in Japan, bancha is harvested from the same tree as *sencha*. It is graded lower because it's picked after *sencha* is harvested. The taste is less sweet than sencha but has sharp, crisp flavor.

Houjicha: *Houjicha* is a roasted green tea with a strong nutty flavor. During the roasting process, some of the nutrients are lost, however, it is good for children as it is low in caffeine levels.

Genmaicha: A mixture of roasted *genmai* (brown rice) and green tea. The great aroma of green tea and genmai mixed together makes this a unique tea. It is a good starter for green tea beginners. *Genmai* is also high in nutrients making *genmaicha* a healthy drink.

Maccha: *Maccha* is a tea made from high quality green tea-leaves ground into a powder form. Unlike other forms of green teas, 100% of the nutrients from the original tea-leaves remain in this tea. It is primarily used for tea ceremonies, but the vibrant green color and its rich distinct taste is often incorporated into many Japanese teatime snacks and sweets.

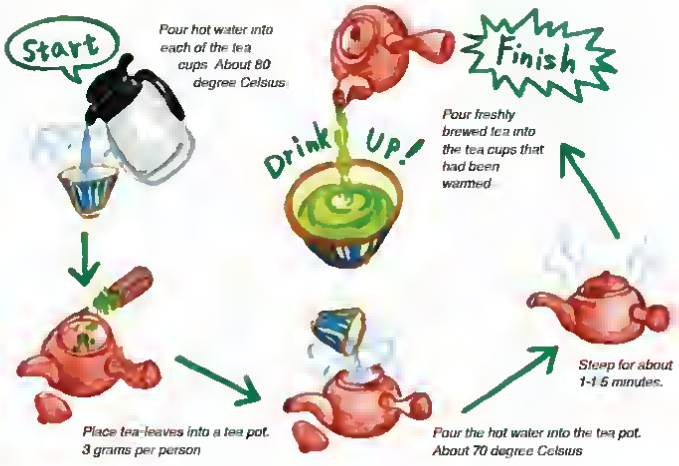
Recommended amount, temperature, and steeping time for each type of green tea (for the first brew)

Generally, the higher the quality of tea-leaves, the lower the steeping temperature and the longer the steeping time is.

Gyohuro: 3g/cup, 50 degree Celsius, 2-2.5 min
Sencha: 3g/cup, 70 degree Celsius, 1-1.5 min
Bancha, Houjicha, Genmaicha: 3-3.5g/cup, 90-100 degree Celsius, 20-30 sec.

HOW TO BREW "SENCHA"

Illustration by Ai Tatekayashi



Chiran-Cha: The Organic Green Tea from the Land of the Sun

ORITA-EN

Like coffee and black tea are indispensable in the Western culture, Japanese people cannot live without green tea. Naturally, they are particular about the taste of tea. With its bright transparent green color and its refreshing aroma, **Chiran-Cha** is loved and consumed all over Japan. Chiran-Cha is a generic name of the green tea produced in Chiran-cho in Minami-Kyushu City of Kagoshima Prefecture, which is the southern-most part of Japan.

With its mild climate and fertile soil, the Chiran district is considered to be perfect for growing tea trees. Although the history of tea-making dates back to the Kamakura Era (1192-1333), they only started cultivating tea trees seriously about 150 years ago. The district since then organized a union and established green tea processing factories. Their efforts naturally lead to an increase in crop production.

Orita-En, one of the foremost Chiran-Cha producers, has strived for growing chemical-free green tea for about 30 years. The natural way requires more care and labor, but they have never sidetracked from producing reliable green tea which is considered ecologically balanced. With each step of the tea-making process including cultivating, processing, finishing and packaging, under the close supervision of a master tea-maker Mr. Nobuo Orita, Orita-En never fails to produce high quality green tea with a deep aroma and full flavor.

In New York, we can enjoy four types of tea from Orita-En, *sencha*, *mizudashi sencha*, *genmaicha*, and *houjicha*. Blessed by mother nature and pampered by the meticulous attention of the people, the green tea from Orita-En is sure to please the high standards of New York gourmands and find its new home.

Orita-En
15712 Shioya, Chiran-cho, Minamikyushu-shi, Kagoshima 891-0911 Japan
TEL +81-993-85-3107
oritaen@orita.co.jp / www.orita.co.jp

Japan is geographically long from south to north and its climate varies from region to region. This allows each region to produce a distinct flavor and aroma. Located in the southernmost area in Japan, the tea from Chiran receives high praise.

Restaurants that serve *Chiran-Cha* from *Orita-En*
Abunya Kinnosuke / Matsugen

Where to buy *Chiran-Cha* from *Orita-En*
Sunrise Mart

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Japan's legendary tea master Sen-no-Rikyu said, "regardless of the growth and experience, one can never forget his tradition". Following his teachings, Maeda-en has committed to producing authentic tea with original ideas since 1964. Their teas are additive free and directly imported from Japan. **The Premium Tea Bag Series** offers 4 flavors of the finest tea in silky mesh tea-bags that are individually wrapped to preserve their freshness: *Gyokuro*, has a deep-green color with a balance of bitterness and sweetness; *Sen-Cha*, a blend of sen-cha leaves and matcha with a harmonious flavor and aroma; *Genmai-Cha*, a combination of sen-cha, roasted brown rice and matcha with a mild bitter-sweet taste, and *Hojji-Cha*, toasted tea leaves which contain low caffeine. To brew steep a tea bag in hot water (180°F) for 30 to 60 seconds. For Gyokuro and Sen-Cha, steep longer with a slightly lower temperature.

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Grocery & Sake Guide

The following list of stores where you can buy Japanese food and sake

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2947 Broadway (bet. 110th & 111th St.)
212-865-4700

M2M Broadway & 114th — Japanese
2935 Broadway (bet. 114th & 115th St.)
212-280-4600

Katagiri & Co. Inc — Japanese
224 E. 59th St. (bet. 2nd & 3rd Ave.)
212-755-3696

Yagura — Japanese
24 E. 41st St. (bet. 5th & Madison Ave.)
212-679-3777

Han Ah Reum — Korean
25 W. 32nd St. (bet. Broadway & 5th Ave.)
212-695-3283

Woorijip — Korean
12 W. 32nd St. (bet. 5th Ave. & Broadway)
212-244-1115

JAS Mart 3 — Japanese
34 E. 22nd St. (bet. Park & Madison Ave.)
212-387-8882

Ckez Noak — Japanese
500 Washington St. (at Leroy St.)
212-675-2649

JAS Mart 2 — Japanese
35 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-420-8370

M2M E. Village — Japanese
200 E. 11th St. (at 3rd Ave.)
212-853-2636

Sunrise Mart — Japanese
4 Stuyvesant St. 2nd Fl. (3rd Ave. & 9th St.)
212-598-3040

Pearl River Mart — Chinese
477 Broadway (Grand St. & Broom St.)
800-878-2446

Sunrise Mart, SoHo — Japanese
494 Broome St. (W. Broadway & Wooster)
212-219-0033

Tonjin Mart — Japanese
81 Mulberry St. (bet. Canal & Bayard St.)
212-962-8822

Tonjin Mart — Japanese
9818 Fort Hamilton Pkwy (at 99th & 99th St.)
718-238-0373

Family Market — Japanese
29-15 Broadway (bet. 29th & 30th St.)
718-956-7825

Han Ah Reum — Korean
141-40 Northern Blvd. (Parsons & Bowne)
718-358-0700

Han Ah Reum — Korean
158-40 Northern Blvd. (156th & 157th St.)
718-888-0006

Han Ah Reum — Korean
29-02 Union St. (at 29th Ave.)
718-445-5656

Han Ah Reum — Korean
50-18 Woodside Ave. (59th & 60th St.)
718-446-0758

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400 Hillside Ave. Williston Park, NY 11596
516-999-0270

Sakura-ya — Japanese
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718-268-7220

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91 Colvin Ave. Albany NY 12206
518-459-8166

OAIDO — Japanese
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914-683-8735

DS Seafood — Japanese
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914-946-8065

Fuji Mart Scarsdale — Japanese
816 White Plains Rd. Scarsdale NY 10583
914-472-1661

Kam Sen Foods — Korean
22 Barker Ave. White Plains NY 10601
914-428-4500

NIJIYA Market — Japanese
111 N. Central Ave. Hartsdale NY 10530
914-946-2175

Oishinbo — Japanese
283 Halstead Ave. Harrison NY 10528
914-835-4330

H Mart Great Neck — Korean
455 Great Neck Road Great Neck NY 11021
516-482-3113

Nara Japanese Foods — Japanese
168A Main St. Port Washington NY 11050
516-883-1838

Shin Nippon Ou — Japanese
63 Manhasset Ave. Port Washington NY 11577
516-625-1814

Family Market NJ — Japanese
10 Franklin Tpk. Waldwick, NJ 07463
201-444-5133

Han Ah Reum — Korean
518-14 Old Post Rd. Edison NJ 08817
732-248-9588

Han Ah Reum — Korean
1720 Marlton Pike Cherry Hill NJ 08003
856-489-4611

Han Ah Reum — Korean
25 Lafayette Ave. Englewood, NJ 07631
201-871-6822

Han Ah Reum — Korean
280 Bergen Tpke. Little Ferry NJ 07643
201-814-0400

Han Ah Reum — Korean
321 Broad Ave. Ridgefield NJ 07657
201-943-8600

Mitsuwa Marketplace — Japanese
595 River Rd. Edgewater NJ 07020
201-941-8113

Ridgewood Fisheries — Japanese
30 Prospect St. Ridgewood NJ 07450
201-670-0882

Fuji Mart — Japanese
1212 E. Putnam Ave. Riverside, CT 06878
203-698-2107

J-Mart — Japanese
15 Orange St. New Haven CT 06510
203-782-1234

Kotobukiya — Japanese
1815 Massachusetts Ave. Cambridge MA
617-354-6314

Maido — Japanese
36 N. Narberth Ave. Narberth PA 19072
610-747-0557

Tokyo Japanese Store — Japanese
5835 Ellsworth Ave. Pittsburg PA 15232
412-661-3777

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Gotham Wines & Liquors — Sake/Shochu
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212-877-4040

Garnet Wine — Sake/Shochu
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212-772-9211

Mister Wright — Sake/Shochu
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212-722-4564

Ambassador Wine — Sake/Shochu
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212-421-5074

Landmark wine — Sake/Shochu
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212-242-2323

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212-675-8100

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500 Washington St. (at Leroy St.)
212-924-6366

Astor Wine — Sake/Shochu
309 Lafayette St. (at 4th St.)
212-674-7521

MJK liquor — Sake/Shochu
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212-475-9168

Sakaya — Sake
324 E. 9th St. (bet. 1st and 2nd Ave.)
212-505-7253

Warehouse Wines — Sake/Shochu
735 Broadway (at W 8th St.)
212-982-7770

East Village Wine — Sake
183 Stanton St. (bet. Clinton & Attorney)
212-358-7700

Granyette Wine — Sake/Shochu
151 Grand St. (bet. Crosby & Lafayette St)
212-925-1239

New York Wine EX — Sake/Shochu
9 Broadway (bet. Morris & Battery Pl.)
212-422-0222

Septembers Wines L.E.S — Sake
100 Stanton St. (at Ludlow St.)
212-388-0770

Heights Chateau — Sake/Shochu
123 Atlantic Ave. Brooklyn NY 11201
718-330-0863

Smith and Vine — Sake
286 Smith St. (bet. Douglass & Degraw)
718-243-2984

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Central Beeki U.S.A., Ltd — Food
85-30 49th St. Maspeth NY 11378
718-729-9966

Oaiei Trading Co., Inc — Food
14-90 129th St. College Point NY 11356
718-539-8100

New York Mutual Trading Inc — Food/Sake
25 Knickerbockers Rd. Moonachie NJ 07074
201-933-9555

Nishimoto Trading Co., Ltd — Food/Sake
802 Washington Ave. Carlstadt NJ 07072
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The most convenient part of Morinaga Tofu Puree is the form of this product. Its pureed form allows me to create various dishes easily, and I make the most of its texture and flavor as I incorporate it into my cooking. —Tadashi Ono, Matsuri

PUREED FORM ALLOWS FOR SIMPLE COOKING PROCESS

In Japan, tofu has been consumed for a long time. It is a part of Japanese daily life, and, in terms of taste, there have been several trends. Having recently tasted a popular tofu product in Japan, Mr. Tadashi Ono, executive chef of Matsuri in the Maritime Hotel, says, "The tofu had a strong bean taste, and its texture was quite thick. I guess it must be a trend in Japan. I felt the same thing when I first tried Morinaga Tofu Puree. It has a smooth texture and a round and full-bodied flavor, and I instantly thought 'it's an interesting ingredient'."

What he likes about the product is its form: puree. "I have used pureed tofu that I made by myself by blending silken tofu before. Morinaga Tofu Puree is already in pureed form--it would have saved me time if I had used it." He has created three dishes by using Tofu Puree: Japanese Caesar Salad, Cold-Style Tofu Puree and Asparagus Potage Soup, and Tempura with Tofu Puree Batter and Tofu Puree Dipping Sauce. All of them represent Chef Ono's culinary philosophy, "simplicity." He uses Tofu Puree for salad dressing in the first dish. "It's a mixture of Tofu Puree, sesame, dashi broth, sugar, white soy sauce* (see next page), and nothing more. I used Tofu Puree to replace cheese and sesame in place of anchovies," he explains. The Potage Soup is even more innovative. He does not add any broth at all, and his strategy successfully draws out the ingredients' flavors. He only uses Tofu Puree and asparagus for the soup and uses salt, olive oil, and white soy sauce for seasoning. There is no need to thin or thicken the soup--the form of Morinaga Tofu Puree creates the right degree of thickness and smoothness for your palate.

TOFU PUREE AS A CONNECTING AGENT

Tofu Puree plays a featured role in the dressing and the soup, but Chef Ono also utilizes the product in a supporting role in another dish. He uses Tofu Puree as the base in a tempura batter. "I had ganmodoki (fried mashed-tofu) and beignets in mind when I created this dish," he says. When the batter is fried, it develops a coating that is both crusty and fluffy. "The texture is so nice, but it does not have much flavor, so I made a Tofu Puree dipping sauce by mixing lemon juice, white soy sauce, and grated ginger to supplement the tempura's plain flavor." When asked about other variations, Chef Ono comments, "I have used or strained tofu in dishes like quenelle and crab cake, substituting ground fish and mayonnaise respectively. I think Tofu Puree fits these dishes perfectly."

Tadashi Ono

He has been leading the kitchen of Matsuri, as executive chef since its opening in October 2003. As the name Matsuri (meaning "festival" in Japanese) implies, the upscale restaurant bustles with people enjoying Chef Ono's festive dishes. These dishes reflect his Japanese culinary background as well as his experience with French cuisine.

Chef Ono highlights Tofu Puree's many qualities in his Cold-Style Tofu Puree and Asparagus Potage Soup, Tempura with Tofu Puree Batter and Tofu Puree Dipping Sauce, and Japanese Caesar Salad (counter-clockwise from top left).

Matsuri
369 W. 16th St.
(bet. 8th & 9th Aves.),
New York, NY 10011
TEL: 212-835-5535

Tofu Puree Recipe vol.5

COLD-STYLE TOFU PUREE AND ASPARAGUS POTAGE SOUP

RECIPE COURTESY OF *TADASHI ONO* (MATSURI)

INGREDIENTS (Serves 4 people)

- ❑ 2 cups tofu Puree
- ❑ 20 stalks medium size asparagus
- ❑ 1 tablespoon white soy sauce*
- ❑ 1 tablespoon olive oil ❑ salt to taste

*White soy sauce, a light-colored soy sauce. It often used for cooking light-colored dishes. It has the body of soy sauce but, unlike regular soy sauce, its color does not affect the cuisine.

PREPARATION

1. Skin and boil asparagus. [Photo A]
2. Put Morinaga Tofu Puree and asparagus in blender and pulse until ingredients become smooth. [Photo B]
3. Add white soy sauce and olive oil to mixture and season with a pinch of salt.
4. Pour soup into bowl. Garnish with your favorite ingredients. Here, Chef Ono uses sea urchin, scallops, an asparagus tip, a cherry tomato, and tosazu-gelee. [Photo C]

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*Stir well before use

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FOOD & DRINK

RESTAURANT REVIEW
Tomo / Anyoshi / Luxee

JAPANESE CHEF'S HOME STYLE COOKING
Grilled Eggplant with Tangle Flakes in Dashi Broth
by *Kojiro Saeki* (Donburi-Ya)

LISTINGS
Japanese Restaurant
Other Asian Restaurant

JAPANESE / SUSHI

Tomo Sushi

236 Nassau St., Princeton, NJ 08540
TEL: 609 924-8476
Mon-Sat: 11:30am-9:30pm www.princetontomosushi.com

In every college town, students have their favorite restaurants and cafes that they haunt almost every day. Located on the edge of Princeton University's campus, Tomo is a restaurant that attracts Princeton students and faculty as well as neighbors. It was four years ago that Taiwanese-born owner/chef Mr. Mark Thai Li Wu opened the restaurant, and it did not take long for Tomo to become one of the local favorites. One of the main reasons for this is Chef Wu's superb dishes. With over 25 years of experience in Japanese restaurants in New York, Chef Wu creates a wide variety of flavors, his *nigiri sushi* is prepared in the authentic *edomae* style, and the bigger slice of fish is a bonus for hungry students. The regulars are addicted to his *omakase* dish, and Japanese customers especially love Tomo's *Gyu-don* (beef bowl), which is a Japanese comfort food. Also, Chef Wu draws on his Taiwanese background to create artistic arrangements of sushi rolls, for example, in the shape of a dragon. "My motto is to serve good quality food at a reasonable price," says Chef Wu. This customer-oriented attitude makes Tomo continue to attract more fans and "tomo," a Japanese word meaning "friends."

GYU-DON

This *donburi*-style dish is one of the most popular dishes among regulars and Japanese customers. The thinly sliced rib-eye beef with onion and fresh scallions creates a perfect harmony with original *gyu-don* sauce. The tender and juicy meat of Tomo's version upgrades this Japanese cheapest dish.

3 Best Sellers

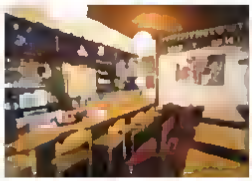
- Spicy tuna tartare $8.95
- Fuji Roll $8.95
- Gyu-don $9.50

JAPANESE / IZAKAYA

Izakaya Ariyoshi

226 E. 53rd St. (bet. 2nd & 3rd Aves.), New York, NY 10022
TEL: 212-319-3540
Lunch: Mon-Fri 12pm-2:15pm Dinner: Mon-Sat 6pm-4am

Surrounded by lively energy, "Izakaya" in Japan serves an abundance of comfort foods and drinks and attracts a wide variety of customers. **Izakaya Ariyoshi** in Midtown East is one of the few restaurants in NY where authentic izakaya ambience and menu have been reproduced. It offers most of the typical izakaya dishes like *Shumai* (Steamed Pork Dumpling), *Crab & Cream Croquette*, *Yakitori* (Charbroiled Chicken Skewer) and many others. According to chef Kazuo Sugimoto, what they call "oyaji menu" attracts many non-Japanese customers. Oyaji literally means "father" but it generally refers to un-cool, non hip, middle-aged men. Oyaji are experts at finding inexpensive food that perfectly goes with what they drink: naturally what they eat is the best. Standard oyaji favorites include *Sauteed Eggplant & Pork with Miso Sauce*, *Fried Chicken Gizzard*, and *Grilled Beef Tongue*.



Chef Sugimoto advises, "Order 2 or 3 oyaji favorites and assorted sashimi as a starter, and sip sake little by little, then order another as you wish." NY Yankee Hideki Matsui enjoyed their food when he hit his 10th homer of the season last October. You can see what a huge role izakaya plays with Japanese!

SAUTEED EGGPLANT & PORK WITH MISO SAUCE

Miso, oil, eggplant and pork are a heavenly combination. Nutty miso and burnt eggplant draw each other's best flavor and caramelized pork adds another layer to them. The dish is a perfect sidekick for sake, shochu and beer. Naturally it's an oyaji favorite.

3 Best Sellers

- Assorted yakitori (choice of 6 favorites) $12
- Crab & Cream Croquette $6.50
- Sauteed Sliced Pork & Kimuchi $6.50

DESSERT BAR

LUXEE NEW

6 Clinton St. (bet. E. Houston & Stanton Sts.), New York, NY 10002
TEL: 212 375-1796
Tue-Thu: 11:30am-10pm Fri-Sun 11:30am-11pm

Luxee is where one can sample what came out of the café-boom phenomena that swept through Japan about ten years ago. In this brand new dessert bar that just opened this August in the lower east side, the desserts not only look like delicate sculptures, but the flavor profile in each of the creation is truly heavenly. The best part is that Luxee uses natural and organic ingredients, often from local green markets, and often incorporating vegetables to create their sweet delights, featuring some vegan friendly items, too. "What's important for me is the surprise factor that I can deliver to my customers, not just in terms of the design, but also in the balance of taste," says Ms. Yoshie Shirakawa, the executive chef at Luxee, and a former instructor at L'ecole Vantan's pastry department. Items like Normandy Cheesecake made from Camembert cheese with candied celery and Green Forest Parfait using avocado cream, each of the unique flavor combinations are in perfect harmony. Keeping with the seasonal changes and ingredients that are available in the market, their menu changes four times a year. It'll definitely be worth the time visiting each season.

LUXEES'S CARAMEL APPLE

An assortment of Caramel, Milk Chocolate Mousse, Granny Smith, Hazelnut Praline, and Basil and Granny Smith Sorbet, the dish elicits nostalgia with the taste of the Candied Apple we enjoyed as children but with a more sophisticated sweetness and adult flavor, which makes for a brand new experience.

3 Best Sellers

- Luxee's Caramel Apple $14
- Green Forest Parfait $12
- Normandy Cheesecake $12

Japanese Chef's Home-Style Cooking Vol. 9

GRILLED EGGPLANT

WITH TANGLE FLAKES IN DASHI BROTH

RECIPE COURTESY OF *KOJIRO SAEKI*

In this corner, Japanese chefs from restaurants in the Tri-State area share their secret recipes of home-style Japanese dishes with you.

* * *

Eggplant is considered a summer vegetable in the US, but in Japan people believe eggplants taste better in autumn. This month, Mr. Kojiro Saeki, executive chef/manager of Donbun-Ya in midtown Manhattan, creates a dish full of seasonal flavors by combining eggplant with wild mushrooms, another autumnal favorite. The key of this recipe is to use tangled flakes of kelp. People often make soup stock with dried kelp, and the tangled flakes add a subtle "extra flavor" to the dish. Also, kelp contains a gelatin-like, slimy ingredient that can thicken dashi broth. "If you master the right balance of dashi broth and tangled flakes, you can apply it to many other dishes. They would be tasty either cold or hot," says Chef Saeki.

Donbun-Ya
137 E. 47th St. (bet. 3rd & Lexington Aves.)
New York, NY 10017 TEL: 212-980-7909

INGREDIENTS (Serves 1-2 people)

1 eggplant
1 king oyster mushroom
1 bunch shimeji mushrooms
1 pinch tangle flakes*

(for marinating broth)
150cc dashi broth (bonito flavor)
25cc usukuchi soy sauce**
25cc mirin

*Tangle flakes are flaked kelp sold under the name of Tororo Konbu and are often used in clear soups and rice balls.
**Usukuchi soy sauce has a lighter color than regular soy sauce and is also saltier. It is used to maximize ingredients' colors.

STEPS

1. Make a few thin cuts on the surface of the eggplant and grill until skin becomes crispy.
2. Skin the grilled eggplant and cut into bite-size pieces. [photo A]
3. Cut king oyster mushroom into bite-size pieces and split shimeji mushroom by hand into pieces of a similar size.
4. Mix all the ingredients for broth and add mushrooms. Heat it to a boil. [photo B]
5. Remove heat and add tangle flakes to broth. [photo C]
6. Add eggplant into broth and marinate it for about an hour until the ingredients soak up the flavor of the broth.

House Foods

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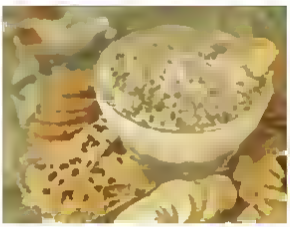
Soft (Silken)

Medium Firm

Firm

Extra Firm



Tofu Mushroom Spread Makes: 2 cups

Ingredients.

1/2 package (3 1/2 oz)
House Foods **Organic Tofu Firm** or
House Foods **Premium Tofu Firm**
3 Tbsp butter or margarine
8 oz button mushrooms, sliced
2 cloves garlic, minced
¼ cup minced shallots
2 tsp mushroom soup concentrate or to taste (optional)
Pinch salt
¼ cup chopped toasted walnuts
Snipped chives

Directions:

1 Melt butter in a skillet over high heat until browned
2 Add mushrooms. Reduce heat and sauté 2 to 3 minutes.
3 Add garlic and shallots. Sauté 1 minute.
4. Stir mushroom soup concentrate and salt into pan juices. Remove from heat and let cool
5 Purée Tofu in a food processor. Add mushrooms, liquid and walnuts until finely chopped
6 Transfer mixture to a serving dish and refrigerate. Garnish with chives.

Serve With crackers.

For more information, free recipes and the benefits of Tofu, visit our website **www.house-foods.com** or Call 1-800-TRY TOFU (879-8638)

House Foods America Corporation 7351 Orangewood Ave. Garden Grove, CA 92841

Japanese Restaurant Guide

$35 Average price for a dinner (entree and a drink/sake or wine)

Sushi Bar Available
Open for Lunch
M Tu W Day Omsa
Delivery
Th F Sa Su
Family Dining
Romantic Dining
Local Favorite
Vegetarian Friendly
Business Dinner

Upper West

Upper West — Astate
Member n Oriental Hotel 35F
212-805-8861 — $100

Upper West — Bar Masa
Time Warner Ctr 10 Columbus Cir 4th Fl
212-823-9100 — $69

Upper West — Cafe SWISH
2953-55 Broadway (bet 115th & 116th St)
212-222-9558 — $25

Upper West — Gen
370 Columbus Ave (bet 77th & 78th St)
212-362 4818 — $89

Upper West — Haku
2425 Broadway (bet 90th & 90th St)
212 580-2568 — $25

Upper West — Haru
433 Amsterdam Ave. (bet. 80th &81st St)
212 579-5655 — $35

Upper West — Masa
Time Warner Ctr 10 Columbus Cir 4th Fl
212-823-9100 — $400

Upper West — Planet Sushi
340 Amsterdam Ave (Corner of 78th)
212-712 2192 — $25

Upper West — Roppongi
434 Amsterdam Ave. (at 81st St.)
212 362 9102 — $35

Upper West — Sushi A-Go-Go
1300 Broadway (bet 93rd & 94th St)
212 724-7340 — $25

Upper West — Sushi Haaa
466 Amsterdam Ave (bet 82nd & 83rd St)
212-874-1078 — $35

Upper West — Tenzan
285 Columbus Ave. (at 73rd St)
212-580-7300 — $32

Upper West — Tokyo Pop
2725 Broadway (bet 104th & 105th St)
212 932 1000 — $32

Upper West — Tomo Sushi & Saka Bar
2850 Broadway (bet 110th & 111th St)
212-665-2616 — $25

Upper West — Yuki Sushi
856 Amsterdam Ave (at 92nd St)
212-787 8200 — $20

Upper Eest

Upper East — Aki Sushi
1425 York Ave (bet 75th & 76th St)
212-628-9995 — $30

Upper East — Donguri
305 E 83rd St (bet. 1st & 2nd Ave)
212 737 5858 — $54

Upper East — East Japonese
354 E 54th St (bet 1st & 2nd Ave)
212-734-5270 — $22

Upper East — Gaisha
33 E 61st St (bet. Park & Madison Ave)
212-813-1112 — $61

Upper East — Haru
1327 3rd Ave (at 76th St)
212-452 1028 — $30

Upper East — Haru Sake Bar
1329 3rd Ave. (at 76th St.)
212-452-2230 — $38

Upper East — Ichiru
1994 2nd Ave (bet.87th & 88th St.)
212-860-6300 — $30

Upper East — Ikenohana
1016 Lexington Ave (bet. 72nd & 73rd St)
212-737-9739 — $30

Upper East — Iron Sushi
355 E 79th St (bet 1st & 2nd Ave)
212-772 7660 — $25

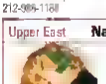
Upper East — KAI
822 Madison Ave (bet 68th & 69th St)
212-988-7277 — $100

Upper East — Ko Sushi
1329 2nd Ave. (at 70th St.)
212-438-1678 — $31

Upper East — Koito Sushi
310 E 53rd St. (bet. 1st & 2nd Ave)
212-426-1216 — $30

Upper East — Mr Ginger
1572 2nd Ave (bet 81st & 82nd St)
212-988-1168 — $33

Upper East — Naruto Ramen



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1580 3rd Ave (bet. 90th & 90th St)
212-289-7803 — $10

Upper East — Oyogu
1164 1st Ave (bet. 63rd & 64th St)
212-751-3316 — $30

Upper East — Poke
343 E 85th St (bet 1st & 2nd Ave)
212-249-0575 — $35

Upper East — Socki
1350 Madison Ave (bet 54th & 55th St)
212-534-5600 — $30

Upper East — Soke Hone
295 E 79th St (bet 2nd & 3rd Ave)
212-827-0582 — $30

Upper East — Sasahana
401 E 73rd St (bet 1st & York Ave)
212-249-8583 — $80

Upper East — Skabu-Shabu 70
314 E 70th St (bet 1st & 2nd Ave)
212-861-5635 — $37

Upper East — Sushi Hane
1501 2nd Ave (at 77th St)
212-827-0582 — $30

Upper East — Sushi of Gari
402 E 78th St (bet 1st & York Ave)
212-517 5340 — $70

Upper East — Sushi Seki
1143 First Ave (bet 62nd & 63rd St.)
212-371-0238 — $57

Upper East — Tatoni 72
1400 2nd Ave (bet 72nd & 73rd St)
212-472-1700 — $20

Upper East — Tanzan
1714 2nd Ave (at 89th St)
212-369-0600 — $35

Upper East — Teriyaki Boy
1440 3rd Ave (bet 81st & 82nd St.)
212-967 7150 — $7

Upper East — Tokubei 86
314 E 86th St (bet 1st & 2nd Ave)
212-628-5334 — $25

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212-988-8408 — $70

Upper East — Tsuki Restaurant
1410 First Ave (bet. 74th & 75th St)
212-517-6060 — $25

Upper East — Wojima
134 E 61st St (bet. Lex. & Park Ave)
212-813-9065 — $40

Upper East — Wasabi Lobby
1584 2nd Ave (at 82nd St)
212-988-6882 — $30

Upper East — YUKA Restaurant
1557 2nd Ave (bet 80th & 81st St)
212 772 9675 — $25

Upper East — Yuka
1531 York Ave (at 81st St)
212-988-5800 — $25

Midtown West

Midtown West — Aki Sushi
305 W 52nd St (bet. 8th & 9th Ave
212-262-2888 — $30

Midtown West — Aquamarina
713 2nd Ave (bet 38th &39th St)
212 297-1090 — $30

Midtown West — Benikuna
47 W 56th St (bet 5th & 6th Ave)
212-581-0330 — $30

Midtown West — East 55
253 W 55th St (bet. Broadway & 8th Ave)
212-581-2240 — $20

Midtown West — Fuji
238 W 56th St (bet. Broadway & 8th Ave)
212 245-7137 — $25

Midtown West — Go Sushi
756 8th Ave (at 51st St)
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212-730-5555 www.gogocurryusa.com — $8-5

Midtown West — Hahata Grill
230 W 48th St. (bet. Broadway & 8th Ave)
212 245-1020 — $40

Midtown West — Haru
205 W 43rd St (bet. Broadway & 8th Ave.)
212-391-9610 — $35

Midtown West — Iroha
152 W 49th St (bet 6th & 7th Ave)
212-398-9049 — $20

Midtown West — Ise 56
56 W 56th St. (bet. 5th & 6th Ave)
212-707-4702 — $20

Midtown West — Kobe Club
61 W 58th St (bet 5th and 6th Ave)
212-644-5623 — $140

Midtown West — Kodomo 45
301 W 45th St (bet 8th & 9th Ave)
212-582-8065 — $25

Midtown West — Koi
40 W 40th St (5th & 6th Ave)
212-921-3330 — $62

Midtown West — Kyotofu
705 9th Ave (bet 48th & 49th St)
212-374-6012 — $25

Midtown West — Menchanko-Tei
43-45 W 55th St (bet 5th & 6th Ave)
212-247 1585 — $18

Midtown West — Menkui-Tei
50 W 56th St (bet 5th & 6th Ave)
212-757 1642 — $20

Midtown West — Monster Suski
22 W 46th St (bet 5th & 6th Ave)
212-399 7707 — $30

Midtown West — Natsumi
22b W 50th St (bet. 6th & Broadway)
212-246 2388 — $30

Midtown West — NOBU 57
40 W 57th St (bet 5th & 6th Ave)
212-757-3000 — $100

Midtown West — Omido
1695 Broadway(bet.53rd 54rd St.)
212-247-6110 — $45

Midtown West — Onigashima
43-45 W 55th St 2nd Fl (5th & 6th Ave)
212-541-7145 — $30

Midtown West — Pacific Echo
242 W 56th St (bet Broadway & 7th Ave)
212-245-8868 — $25

Midtown West — Pearl on the Suski
535 9th Ave (at 48th St.)
212-577-8808 — $30

Midtown West — Sake Bar Hogi
152 W 49th St (bet 6th & 7th Ave)
212-764-8549 — $30

Midtown West — Sapporo
152 W 49th St (bet. 6th & 7th Ave)
212-659-8872 — $12

Midtown West — Shimizu
311 W 51st St (bet. 8th & 9th Ave)
212-581-1561 — $50

Midtown West — Soba Nippon
13 W 52nd St (bet. 5th & 6th Ave)
212-489-2525 — $20

Midtown West — Sugiyama
251W 55th St (bet. Broadway & 8th Ave)
212-956-0670 — $90

Midtown West — Suskiden
123 W 49th St (bet 6th & 7th Ave)
212-398-2800 — $50

Midtown West — Sushiya
26 W 56th St (bet 5th & 6th Ave)
212-247-5756 — $20

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212-265-8181 — $8

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Midtown West **Yoshinoya**
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212-459-2100 — $7

Midtown Eest

Midtown East **212 Fukumatsu**
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212-754-4640 — $28

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It's such fun trying dishes you've never heard of at this different East Midtown Japanese where many of the delicately flavored items come off a sizzling grill. It's not like going to Tokyo, so don't expect to hear much English. (Zagat Survey 2007)
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212-867-6454 — $51

Midtown East **Amakusa**
143 E 47th St. 3rd Fl (bet 3rd & Lex. Ave.)
212 593-8056 — $20

Midtown East **Azusa**
3 E 44th St. (bet. 5th & Madison Ave.)
212 661-0001 — $25

Midtown East **Chiyoda Sushi**
18 E 41st St (bet. 5th & Madison Ave.)
212 400-6630 — $18

Midtown East **Donya**
137 E 47th St. (bet. Lexington & 3rd Ave.)
212 980-9309 — $25

Midtown East **E53 Teriyaki House**

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212-888-6375 — $20

Midtown East **Go Sushi**
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212 679 1999 — $20

Midtown East **Go Sushi**
962 2nd Ave (at 52nd St.)
212 593-3963 — $25

Midtown East **Gya-Kaku**
905 3rd Ave 2nd Fl (at 50th St.)
212 702-9816 — $44

Midtown East **Hakubai**
The Kitano Hotel 66 Park Ave (at 38th St.)
212 885-7111 — $68

Midtown East **Haru**
280 Park Ave (at 48th St.)
212 490-9080 — $35

Midtown East **Hatsuhana**
17 E 48th St (bet. 5th & Madison Ave.)
212-355-3345 — $50

Midtown East **Hatsuhana Park**

Casual dining experience with authentic and fresh sushi. The combination of premium sashimi who nice is sure to please your appetite! A wide variety of appetizers are popular among the Japanese patrons. Enjoy a relaxing time with great food in a cozy atmosphere.
237 Park Ave (at 46th St.)
212-661-9400 www.hatsuhana.com — $35

Midtown East **Inagiku**
111 E. 49th St (bet. Park & Lexington Ave.)
212-355-0440 — $70

Midtown East **Isa 49**
151 E. 49th St (bet. Lexington & 3rd Ave.)
212-319-6676

Midtown East **Izakaya Aryoshi**

If you are longing for authentic and refined Izakaya style Japanese food, Aryoshi is the place to be. Homey atmosphere is perfect to relax and enjoy over 100 kind of home-style cooking. Fresh ingredients make for a very delicious menu. Open until 4am.
226 E 53rd St. (bet. 2nd & 3rd Ave.)
212-813-3540 — $25

Midtown East **Izakaya Riki**
141 E. 45th St. (bet. 3rd & Lexington Ave.)
212-986-5604 — $30

Midtown East **Katsu-hama**
11 E 47th St (bet. 5th & Madison Ave.)
212-751-5303 — $18

Midtown East **Kuruma Sushi**
7 E. 47th St. 2nd Fl (bet 5th & Madison Ave)
212 317 2802 — $110

Midtown East **Megu Midtown**
845 UN Plaza (1st Ave Bet. 47th & 48th st.)
212-964-7777 — $125

Midtown East **Manchanko-Tei**
131 E. 45th St (bet. Lexington & 3rd Ave.)
212-986-8805 — $14

Midtown East **Nada-Sushi**
135 E. 50th St (bet. Leington & 3rd Ave.)
212-838-2537 — $25

Midtown East **Naniwa**
4 E. 48th St (bet. 5th & Madison Ave.)
212-370-4045 — $30

Midtown East **Nippon**
165 E. 52nd St (bet. Lexington & 3rd Ave.)
212-758-0220 — $49

Midtown East **Omsb**
156 E. 45th St (bet. Lexington & 3rd Ave.)
212 922-9292 — $9

Upper East **Restaurant ON**

A counter kappo restaurant serving highest quality seasonal seafood and vegetables in an authentic kaiseki style. Recommended by 7, 9 or 10 course ($50, $80, $110) or order a la carte. A wide variety of sake, shochu, wine, sake testing flights available.
1026 Second Ave (at 54th St.)
212-355-3557 www.restaurantON.com — $50

Midtown East **Restaurant SEO**
249 E. 49th St (bet. 2nd & 3rd Ave.)
212-355-7722 — $50

Midtown East **Rungo**
205 E45th St (bet. 2nd & 3rd Ave.)
212-867-4200 — $53

Midtown East **Shaburi**
125 E 39th St (bet. Lexington & Park Ave.)
212-867-6638 — $30

wanna read back number?

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www.chopsticksny.com

Midtown East **SAKAGURA**

Largest sake bar in the world! Serving over 200 varieties of sake and seasonal daily specials. Homemade soba and lunch set of soba & rice bowl are popular. This amazing hidout is tucked on the basement level is perfect for couples. Private part is available

211 E. 43rd St. #1F (bet. 2nd & 3rd Ave.) $50
212-953-7253 www.sakagura.com

Midtown East **Shinbashi**

7 E. 47th St. (bet. 5th & Madison Ave.) $50
212-613-1009

Midtown East **Soba TOTTO**

211 E. 43rd St. 1st Fl (bet. 2nd & 3rd Ave) $44
212-557-8200

Midtown East **Sushi ANN**

35 E. 51st St. (bet. Park & Madison Ave.) $60
212-755-1780

Midtown East **Sushi Time**

821 2nd Ave. (bet. 43rd & 44th St.) $30
212-983-8983

Midtown East **Sushiden**

19 E. 49th St. (bet. 5th & Madison Ave.) $57
212-758-2700

Midtown East **Teriyaki Boy**

150 E. 46th St. (bet. Lexington & 3rd Ave.) $10
212-867-5771

Midtown East **Tokyo**

342 Lexington Ave. (bet. 39th & 40th St.) $50
212-697-9330

Midtown East **Tsushima**

141 E. 47th St. (bet. Lexington & 3rd Ave.) $40
212-207-1938

Midtown East **Washoku Tei**

A family style restaurant serving every day Japanese food at affordable prices. The menu includes a full line of Japanese appetizers and entrees as well as sushi and original rolls. You could count on the true Japanese taste and a well-rounded, healthy meal

1007 2nd Ave. (bet. 53rd & 54th St.) $30
212-223-8303

Midtown East **Yakiniku Izakaya Riki**

Serving authentic yakiniku dinner (Japanese BBQ) with several kinds of red wine, sake and shochu in a romantic semi private dining space. New sushi bar offers sushi and rolls for appetizers. A private back room accommodates for large parties. Open until 4am

250 E. 52nd St. (bet. 2nd & 3rd Ave.) $30
212-829-4255

Midtown East **Yakitori East**

210 E. 44th St. (bet. 2nd & 3rd Ave.) $20
212-867-5075

Midtown East **Torys**

The sister restaurant of Yakitori Totto. Torys is the newest Yakitori spot in Midtown. Menu showcases every, may noble part of chicken, faithfully seasoned and grilled to perfection. Torys also offers Japanese dishes as well

248 E. 52nd St. 2Fl (bet. 2nd & 3rd Ave.) $44
212-813-1800 www.torysnyc.com

Midtown East **YAMA Restaurant**

307 E. 49th St. (bet. 1st & 2nd Ave.) $37
212-355-3370

Midtown East **Yummy Sushi**

575 3rd Ave. Food Court, Lower Level
212-696-8801

Korea Town

Korea Town **Todai**

6 E. 32nd St. (bet. Madison & 5th Ave.) $25
212-725-1333

Chelsea

Chelsea **Aki Sushi**

128 W. 39th St. (bet. Broadway & 7th Ave.) $30
212-166-8091

Chelsea **Oauh Sushi**

300 W. 23rd St. (bet. 7th & 8th Ave.) $20
212-727-0866

Chelsea **ENNJU**

20 E. 17th St. (bet. 5th & Broadway) $10
646-338-7004

Chelsea **Iron Sushi**

440 3rd Ave. (bet. 30th & 31st St.) $29
212-447-5822

Chelsea **Izakaya Ten**

207 10th Ave. (bet. 22nd & 23rd St.) $25
212-627-7777

Chelsea **Matsuri**

369 W. 16th St. (bet. 8th & 9th Ave.) $30
212-243-8400

Chelsea **Momoya**

185 7th Ave. (at 21st St.) $40
212-929-4866

Chelsea **Monster Sushi**

158 W. 23rd St. (bet. 6th & 7th Ave.) $30
212-620-9131

Chelsea **MORIMOTO**

88 10th Ave. (bet. 15th and 16th St.) $90
212-989-8883

Chelsea **Naka Naka**

456 W. 17th St. (at 10th Ave.) $50
212-929-8544

Chelsea **Nooch**

143 9th Ave. (at 17th St.) $20
212-691-8000

Chelsea **Ono**

Gansevoort Hotel 18 9th Ave. (at 13th St.) $60
212-990-6765

Chelsea **Tabaya**

144 W. 13th St. (bet. 6th & 7th Ave.) $10
212-374-3135

Gramercy

Gramercy **15 EAST**

15 E. 15th St. (Union Sq. W. & 5th Ave.) $75
212-647-0015

Gramercy **Aji Sushi**

518 3rd Ave. (bet. 34th & 35th St.) $26
212-685-2055

Gramercy **Aki Sushi**

121 E. 27th St. (bet. Lex. & Park Ave. S.) $30
212-213-9688

Gramercy **BUTAI**

115 E. 18th St. (bet. Park Ave. & Irving Pl.) $44
212-387-0445

Gramercy **Hamachi**

34 E. 20th St. (bet. Broadway & Park Ave.) $15
212-420-8608

Gramercy **Hane**

346 1st Ave. (at 20th St.) $30
212-598-9689

For Those Who Worship Sushi, Welcome To Your Shrine

Since 1976, Hatsuhana has been setting the highest standards for sushi restaurants in NY. We invite you to come and experience the "essence" of sushi and see why we've been going strong for over three decades.

Hatsuhana

Hatsuhana PARK

For formal dining

HATSUHANA
17 E. 48th St (bet Madison & 5th Ave)
212 355 3345

For casual dining

HATSUHANA PARK
237 Park Ave. (bet. 45th & 46th St)
212.661.3400

Mon–Fri 11:45am-2:45pm (Lunch)
5:30pm-10pm (Dinner)
www.hatsuhana.com

Gramercy — Choshi

Located near Gramercy Park. Try Choshi's original sushi rolls that are pleasing to the eye and palate. Daily specials. Ladies Set, Combination Box, and a wide variety of kitchen menu are popular. Outside dining space, delivery and take-out service available.

77 Irving Place (at 19th St.) — $20 — L
212-420-1419 www.sushichoshi.com

Gramercy — Haru
220 Park Ave. South (at 16th St.) — $35 — L
646-428-0369

Gramercy — JAPONAIS
111 E. 18th St. (bet. Irving Pl. & Park Ave. S.) — $75 — Su, L
212-260-2020

Gramercy — Kaiten Sushi East
369 3rd Ave. (bet. 25th & 27th St.) — $15 — L
212-683-2326

Gramercy — Mishima
164 Lexington Ave. (bet. 30th & 31st St.) — $25 — L
212-532-9596

Gramercy — Saburi
168 Lexington Ave. (bet. 30th & 31st St.) — $25 — Su, L
212-481-7766

Gramercy — Sushi SAMBA
245 Park Ave. South (bet. 19th & 20th St.) — $35 — L
212-475-0377

Gramercy — Sushi Sen-nin
30 E. 33rd St. (bet. Madison & Park Ave. S.) — $40 — L
212-689-2208

Gramercy — Sushi Twist
69 Madison Ave. (bet. 27th & 28th St.) — $30 — L
212-213-2290

Gramercy — Teriyaki Boy
19 Lexington Ave. (bet. 22nd & 23rd St.) — $10 — L
212-260-4420

Gramercy — YAKINIKU JUJU
157 E. 28th St. (bet. Lexington & 3rd Ave.) — $30
212-684-7830

Gramercy — YAMA Restaurant
122 E. 17th St. (at Irving Pl.) — $25 — Su, L
212-475-0969

West Village

West Village — Aki
181 W. 4th St. (bet. Barrow & Jones St.) — $38
212-989-5440

West Village — Blue Ribbon Sushi
119 Sullivan St. (bet. Prince & Spring St.) — $31 — L
212-343-0404

West Village — Cho Cho San

A neighborhood restaurant perfect for a get together with friends and family. Just opened in April, they offer their oriental traditional home cooking including many organic and healthy dishes at affordable prices. Student discount available.

15 West 8th St. (5th & 6th Ave.) — $25 — L
212-473-3333 www.chochusanrestaurant.com

West Village — Go Sushi
3 Greenwich Ave. (at 6th Ave. & 8th St.) — $20 — L
212-366-9272

West Village — Hakata Tonton
51 Grove St. (bet. 7th Ave. & Bleecker St.) — $25
212-242-3996

West Village — Kinara
33 Carmine St. (bet. Bleecker & Bedford St.) — $30 — L
212-741-2123

West Village — Marumi
546 LaGuardia Pl. (bet. Bleecker & W 3rd St.) — $30 — L
212-475-7066

West Village — Miyabi
121 W. 3rd St. (Macdougal & 6th Ave.) — $20 — L
212-477-2370

West Village — Miyagi
220 W. 13th St. (bet. 7th & Greenwich Ave.) — $20 — L
212-620-9830

West Village — Monster Sushi
535 Hudson St. (at Charles St.) — $30 — L
646-336-1833

West Village — Nagomi
175 Ninth St. (Thompson & Sullivan) — $50 — L
212-317-8230

West Village — Rockmeisha
11 Barrow St. (bet. W. 4th St. & Bleeker) — $35 — M
212-675-7775

West Village — Soto
357 Sixth Ave. (Washington Pl.) — $45 — Su
212-414-9098

West Village — Swish Cafe
68 W. 3rd St. (bet. Sullivan & Thompson St.) — $12 — L
212-777-8806

West Village — Tomoe Sushi
172 Thompson St. (Bleecker & Houston) — $30 — L
212-777-9346

West Village — Ushiwakamaru
136 Houston St. (Sullivan & MacDougal) — $80 — Su
212-228-4181

West Village — YAMA on Carmine St
39-40 Carmine St. (Bleecker & Bedford) — $37 — Su, L
212-989-8350

West Village — YAMA on Houston St
52 Houston St. (LaGuardia & Thompson) — $37
212-674-0335

East Village

East Village — Ashiya
167 1st Ave. (bet. 10th & 11th St.) — $15 — L
212-505-3348

East Village — Cha-An

Serving a wide variety of tea from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch or dinner goes well with a glass of sake. Traditional tea ceremony in Sekai-ie (tatami tea room) is available by reservation.

230 E. 9th St. (2nd Fl. (bet. 2nd & 3rd Ave.) — $20 — L
212-228-8030 www.chaontaahouse.com

East Village — Chiyono
328 E. 6th St. (bet. 1st & 2nd Ave.) — $15 — M
212-673-3344

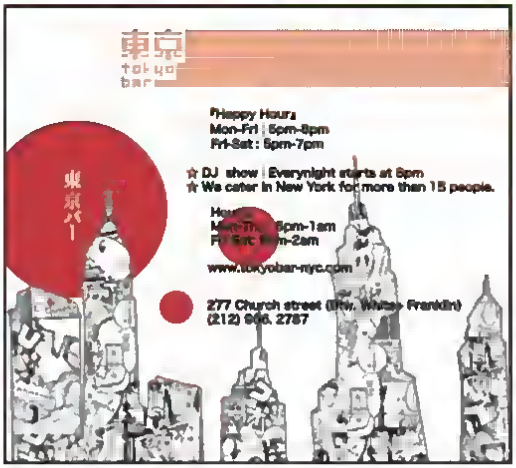
East Village — Curry-ya
214 E. 10th St. (bet. 1st and 2nd Ave.) — $20 — L
866-602-4779

East Village — Esashi
32 Ave. A (bet. 2nd & 3rd St.) — $26
212-505-4726

East Village — GO Restaurant

Our Miso Ramen was created upon a long research in Sapporo-Mecca of Ramen, which has been a hit for over 10 years. The soup is full bodied and rich and the toppings includes seaweed, scallion, roasted pork, braised egg and more. Shoyu Ramen is also available.

30 St. Marks Pl. (bet. 2nd & 3rd Ave.) — $18
212-254-6510



East Village — Gyu-Kaku
34 Cooper Sq (bet. 5th & 9th St.) — $40
212-475-2989

East Village — Hasaki
Servings authentic Japanese food since 1994. our Edomae style sushi is made only by experienced sushi chefs. Try daily specials from sushi bar and kitchen. Also offering seasonal delicacies. Open Lunch Time (Wed-Fri) 12pm-3pm (Sat & Sun) 1pm-4pm
210 E. 9th St. (bet. 2nd & 3rd Ave.) — $35
212-473-3327 www.hasakinyc.com

East Village — IPPUDO NY
65 4th Ave. (bet. 9th & 10th St.) — $20
212-386-0088

East Village — Ishikura
57 1st Ave. (at 4th St.) — $20
212-979-6646

East Village — Japonica
100 University Pl. (at 12th St.) — $40
212-243-7752

East Village — JEWEL BAKO
235 E. 5th St. (bet. 2nd & 3rd Ave.) — $50
212-979-1012

East Village — Kasadala
547 E 11th St. (bet. Ave. B & C) — $30
212-777-1582

East Village — Kyo Ya
54 E. 7th St. (bet. 1st Ave. and Ave A) — $35
212-982-4140

East Village — LAN
56 3rd Ave. (bet. 10th & 11th St.) — $40
212-254-1888

East Village — Le Mu
107 Ave. A (bet. 6th & 7th St.) — $25
212-473-3100

East Village — May's KU E BA
121 2nd Ave. (bet. 7th & St. Marks St.) — $10
347-256-2605

East Village — Menkui-tei
69 Cooper Sq. (bet. 7th & St. Marks Pl.) — $10
212-228-4152

East Village — MINCA
538 E. 5th St. (bet. Ave. A & B) — $10
212-505-8001

East Village — Natori
58 St. Marks Pl. (bet. 1st & 2nd Ave.) — $20
212-533-7711

East Village — Noodle Cafe Zen
31 St. Marks Pl. (bet. 2nd & 3rd Ave.) — $12
212-533-8835

East Village — Nori
29 2nd Ave. (bet. 7th and St. Marks Pl) — $20
212-477-4825

East Village — OHI Taisha
8 St. Marks Pl. (bet. 2nd & 3rd Ave.) — $25
212-473-1300

East Village — Otafuku
235 E. 9th St. (bet. 2nd & 3rd Ave.) — $6
212-953-8503

East Village — Rai Rai Ken
214 E. 10th St. (bet. 1st & 2nd Ave.) — $15
212-477-7030

East Village — Saka Bar Decital
240 E. 9th St. (bet. 2nd & 3rd Ave.) — $40
212-979-2733

East Village — Saka Bar Satsko
202 E. 7th St. (bet. B & C Ave.) — $25
212-614-0533

East Village — Sapporo East
194 1st Ave. (at 10th St.) — $20
212-260-1330

East Village — Setagaya
Lunch specials from 12-3:30pm. Shio Ramen for $7.50 (reg $9.50) and Soy Sauce Flavored Ramen for $8.50 (reg $10.50). Don't forget to try Curry Over Rice, Pork Ginger Over Rice or Gyoza Dumplings with your favorite ramen as a lunch combo ($10-).
141 1st Ave. (bet. St. Marks & 9th St.) — $13
212-673-2740 www.setaga-ya.com

East Village — Shabu-Tatsu
216 E. 10th St. (bet. 1st & 2nd Ave.) — $33
212-477-2372

East Village — Sobakoh
303 E. 5th St. (bet. 1st & 2nd Ave.) — $45
212-254-2244

East Village — SOBAYA
Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural ingredients make soba a healthy meal. Try Lunch Box $15 with soba [illegible] dishes and dessert. Daily special appetizers and sake select on available for dinner.
229 E. 9th St. (bet. 2nd & 3rd Ave.) — $20
212-533-5966 www.sobaya-nyc.com

East Village — Souen Restaurant
21 E. 13th St. (bet. University Pl. & 5th Ave.) — $20
212-627-7150

East Village — Sumda
154 W. 13th St. (bet. 6th & 7th Ave.) — $60
212-633-7599

East Village — Sushi Anyoshi
Sushi Anyoshi is a hidden gem located near Union Square, serving Japanese tapas & sushi. The menu includes authentic Japanese dishes as well as innovative dishes with a large selection of appetizers. A bar counter and a wide variety of sake available.
210 Broadway (bet. 11th & 12th St.) — $30
212-316-1884

East Village — Sushi Lounge
132 St. Marks Pl. (bet. 1st Ave & Ave A) — $20
212-598-1188

East Village — Takahachi
85 Ave. A (bet. 5th & 6th St.) — $20
212-505-6524

East Village — Teriyaki Boy
218 E. 10th St. (bet. 1st & 2nd Ave.) — $10
212-677-6068

East Village — Typhoon
79 St. Marks Pl. (bet. 1st & 2nd Ave.) — $15
212-370-2680

East Village — Udon Wast
11 St. Marks Pl. (bet. 2nd & 3rd Ave.) — $20

East Village — Uminoie
Uminoie is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner/chef. Try Goto Udon (udon noodles from Goto Islands of Japan). Now serving shochu desserts.
95 E. 3rd St. (bet. 1st & 2nd Ave) — $20
646-654-1122

East Village — Village Yokocho
8 Stuyvesant St. 2Fl. (bet. 2nd & 3rd Ave.) — $20
212-598-3941

Eggplant Denzaku (grilled eggplant with miso) $5.75
Spring Roll with pork belly $5
Cold Root Vegetables $5.75
Uzaku eel sunomono with cucumber $6.75

WASHOKU TEI
1007 2nd Ave. (53rd & 54th Sts.) TEL 212 223-8303
Lunch Mon-Fri Noon-2:30pm Dinner Mon-Sun 5:30pm-10:30pm

East Village **Yakiniku West**
218 E 9th St (bet 2nd & 3rd Ave) **$25** Su
212-679-9238

East Village **Yakitori Taisho**
5 St Marks Pl (bet 2nd & 3rd Ave) **$20**
212-226-5085

East Village **ZEN**
31 St Marks Pl (bet 2nd & 3rd Ave) **$15** L
212-533-6355

Lower Manhattan

Lower Mhn **Azabu Sushi**
428 Greenwich (basement of Greenwich Grill) **$50** L
212-274-0428

Lower Mhn **EN Japanese Brasserie**

Serving traditional Japanese "home style" cuisine in a modern beautiful environment. Menu is based on the most fundamental building blocks of Japanese cooking while the atmosphere creates a grand environment that tells us a remarkable amount of intimacy.
435 Hudson St (at Leroy St) **$40**
TEL 212-647-9196 www.enjb.com

Lower Mhn **Greenwich Grill**
428 Greenwich St (bet Vestry & Laight St) **$50** L
212-274-0428

Lower Mhn **Hiroko's Place**
75 Thompson St (bet Spring & Broome St) **$15** L
212-625-1333

Lower Mhn **Ise Downtown**
50 Pine St (bet. William & Pearl St) **$38** Su
212-785-1600

Lower Mhn **Kitchen Club**
30 Prince St (at Mott St) **$35** L
212-274-0025

Lower Mhn **MEGU**
62 Thomas St (Church & W Broadway) **$125** L
212-964-7777

Lower Mhn **Mottsu**
245 Mott St (bet E Houston & Prince St) **$25** L
212-343-8017

Lower Mhn **NINJA**
25 Hudson St (bet Duane & Reade St) **$70**
212-274-8500

Lower Mhn **NDBU**
105 Hudson St (at Franklin St) **$100** L
212-219-0500

Lower Mhn **NOBU NEXT DOOR**
105 Hudson St (Franklin & N Moore St) **$75**
212-334-4445

Lower Mhn **Rosenjin**
141 Duane St (bet Church & W Broadway) **$80** Su
212-349-7994

Lower Mhn **Sachiko's on Clinton**

High-end yet affordable authentic-style Japanese sushi/sake restaurant in the heart of LES with tranquil garden for outside dining. Perfect for private parties, business meetings, birthday parties and holiday events. Delivery and catering services available.
25 Clinton St (bet E Houston & Stanton St) **$33**
212-253-2900 www.sachikosondinton.com

Lower Mhn **Soucn Restaurant**
210 8th Ave (at Prince St) **$20** L
212-807-7421

Lower Mhn **Suteishi**
24 Peck Slip (bet Water & Front St) **$20** L
212-766-2344

Lower Mhn **Tokebochi Tribeca**
145 Duane St (Church & W Broadway) **$35** L
212-571-1030

Lower Mhn **Tokyo Bar**

A new Japanese comfort food restaurant offering a wide variety of original cocktails, sake and shochu. Enjoy Tokyo Mojito and Omu Rice, an omelet over fried rice. Intimate great atmosphere. DJ plays daily from 8pm. Happy hour from 5pm to 8pm.
277 Church St (bet. White & Franklin) **$30** Su
212-966-2717 www.tokyobar.nyc.com

Lower Mhn **Tokyo Lunch**
10 John St (bet. Nassau St & Broadway) **$10** L
212-608-4394

Lower Mhn **Yoshi Restaurant**
201 E Houston St (Orchard & Ludlow) **$18** L
212-635-0225

Lower Mhn **Yushi**
250 Vesey St (4 World Financial Center) **$12** L
212-945-3096

Lower Mhn **Zutto**
77 Hudson St (bet Jay & Harrison St) **$20** L
212-233-3267

Brooklyn

Brooklyn **Blue Ribbon Sushi**
278 5th Ave (bet 1st St. & Garfield) **$55**
718-840-0406

Brooklyn **Bozu**

Japanese fusion tapas restaurant offering homemade infused Japanese spirits and more than 20 varieties of sake. Try our famous sushi bombs which are decorated mini sushi. A huge heated patio available! 6pm-12am (Mon-Thu), Sun 6pm-1am (Fri & Sat).
296 Grand St (bet Havemeyer & Roebling) **$30**
718-384-7770 www.bozu.com

Brooklyn **Geido**
331 Flatbush Ave (on Flatbush Ave) **$20** M
718-638-6888

Brooklyn **Hibino**
333 Henry St (Grand & Montgomery St) **$35** Su
718-260-8052

Brooklyn **Iron Chef House**
92 Clark St (bet Henry St & Monroe Pl) **$15**
718-852-8517

Brooklyn **Osaka**
272 Court St (bet Butler & Douglass St) **$30** L
718-643-0044

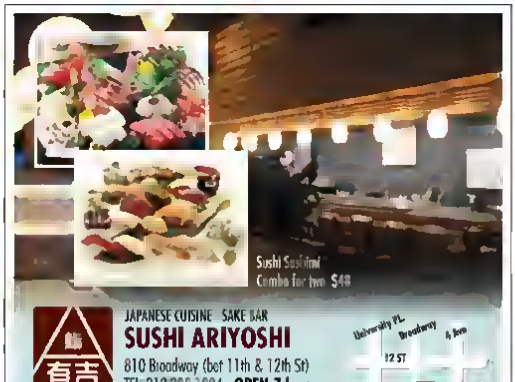
Brooklyn **Sakura Cafe**
398 5th Ave (bet. 6th & 7th Ave.) **$30** L
718-832-2370

Brooklyn **Tamari Restaurant**
201 14th Ave (bet Ulin on & Berkeley) **$20** L
718-230-5639

Brooklyn **Tenzan**
7116 18th Ave (at 71st St) **$30** L
718-621-3236

Brooklyn **Yemeto**
168 7th Ave (bet Garfield & 1st St) **$18** L
718-840-0099

Brooklyn **Zenkichi**
77 N 6th St (bet. Wythe Ave & Berry St) **$60** M Tu
718-384-6596



Queens

Queens — go wasabi
34-02 30th Ave. (at 34th St.)
718-204-7354 — $23

Queens — Momiji Restaurant

Dutch-style menu offers creative sushi rolls, authentic teriyaki dishes and Japanese tapas dishes like yakitori and gyoza, perfect for dinner over drinks. Fine sake for dinner customers on every Monday and Sunday!
37-04 Ditmars Blvd., Astoria, NY 11105
718-626-0566 — $20

Queens — Shiro of Japan Atlas Pk
80-40 Cooper Ave. (at 80th St.)
718-326-6704 — $30

Queens — SUSHI ISLAND
57-16 Queens Blvd., Elmhurst, NY 11373
718-803-9033 — $20

Upstate

Upstate — Hajime
257 Halstead Ave., Harrison, NY 10528
914-777-1543 — $30

Upstate — Kiko House
11-21 E Washington Ave., Pearl River, NY
845-735-8885 — $30

Upstate — Momiji
251 Halstead Ave., Harrison, NY 10528
914-835-1078 — $20

Upstate — Nanaaa
522 Mamaroneck Ave., White Plains, NY 10601
914-285-5351 — $50

Upstate — Nishi
473 Ashford Ave., Ardsley, NY 10502
914-693-2500 — $20

Upstate — Noda
200 Hamilton Ave., White Plains, NY 10601
914-949-0990 — $40

Upstate — Sakura
56 Garth Rd., Scarsdale, NY 10583
914-723-7767 — $20

Upstate — Sakurabana NY
325 Route 59, Central Nyack, NY 10960
845-727-8828 — $25

Upstate — Tanto
535 White Plains Rd., Scarsdale, NY 10583
914-725-3100 — $10

Upstate — Tsura
256 N Central Ave., Hartsdale, NY 10530
914-751-0067 — $30

Long Island

Long Island — Akari
2063 Merrick Rd., Merrick, NY 11566
516-979-9996 — $20

Long Island — Benihana
Northern Blvd., Munsey Park, NY 11030
516-627-3400 — $30

Long Island — Benihana
320 Merchant's Concourse, Westbury, NY
516-222-6081 — $30

Long Island — Bonbori
14 Elm St., Huntington, NY 11743
631-673-0400 — $40

Long Island — Inatome Steak House
6 5th St., Valley Stream, NY 11581
516-872-0413 — $30

Long Island — Isono
214 Jericho Tpk., Floral Park, NY 11001
516-437-4552 — $25

Long Island — Kobari Restaurant
2019 Merrick Rd., Merrick, NY 11566
516-223-6200 — $30

Long Island — Koiso
540 Westbury Ave., Carle Place, NY 11514
516-333-3434 — $20

Long Island — Kura Barn
479 New York Ave., Huntington, NY 11743
631-673-0060 — $30

Long Island — Kurofune
77 Commack Rd., Commack, NY 11725
631-499-4075 — $20

Long Island — Nagashima
12 A-1 Jericho Tpk., Jericho, NY 11753
516-338-0022 — $25

Long Island — Sapporo
3266 Merrick Rd., Wantagh, NY 11793
516-785-3853 — $15

Long Island — San Restaurant
23 Main Street, Sag Harbor, NY 11963
631-725-1774 — $40

Long Island — Shiro of Japan
401 Old Country Rd., Carle Place, NY 11514
516-997-4770 — $20

Long Island — SUSHI ICHI
700 N County Rd., Seaford, NY 1173
631-785-3111 — $25

Long Island — TAIKO Restaurant
15 S. Village Ave., Rockville Centre, NY
516-679-8143 — $20

Long Island — Taka Sushi

A small hidden gem located in a strip mall in Westbury. Taka Sushi offers classic Japanese food with fresh fish, seasonal dishes and a huge selection of premium sakes at reasonable prices. A popular dining spot among the Japanese locals in Long Island!
821 Carman Ave., Westbury, NY 11590
516-876-0033 — $20

Long Island — Take Sushi
1035 Broadway, Woodmere, NY 11598
516-569-3801 — $20

Long Island — TOKU
2014C Northern Blvd., NY 11030
516-627-0958 — $50

Long Island — TORIGO

Come and try our grilled Chilean sea bass with sakiye miso sauce.

Specializing in Japanese grill and sushi. Torigo in Floral Park Long Island offers both traditional and contemporary innovative dishes.
198 Jericho Tpk., Floral Park, NY 11001
516-352-1116 www.torigorestaurant.com — $20

Long Island — Yamaguchi
63 Main St., Port Washington, NY 11050
516-883-3500 — $25

Long Island — Yuki's Palette
611 Old Country Rd., Westbury, NY 11590
516-334-5009 — $25

Long Island — Yuki's Palette Too
151 Merrick Ave., Merrick, NY 11566
516-334-5009 — $25

KARAOKE DAY & NIGHT!
KARAOKE MARATHON
You can sing as long as you want from open until 8pm at flat rate!!
Mon-Thu $18 for max 6hrs, Fri-Sun $12 for max 3hrs
PRICE 0pm-8pm 1hour $4 (Fri-Sun $5) 8pm-close 1hour $6 (Fri, Sat $8)
★Relaxing atmosphere with flat panel TV in each room
★Over 100,000 songs
★VIP rooms for parties from 3-4 up to 25 people available
KARAOKE DUET 36
53 W 35th St.,2nd Fl.(bet. 5th & 6th Ave.) TEL: 646-473-0826/0827
HOURS: 2pm-4am (Mon-Thu) 2pm-8am (Fri) 1pm-6am (Sat) 1pm-4am (Sun)
304 E. 45th St.(bet. 1st & 2nd Ave.) TEL: 212-753-0030/0031
www.karaokeduet.com

TAFU NEW YORK
Premium Japanese Tea and Sweets
569 Lexington Avenue, New York, NY 10022
DOUBLE TREE METROPOLITAN HOTEL 1F
(51st between 3rd & Lexington Ave)
Store hours: 9:00am - 8:00pm Closed Sundays
Phone:212-980-1310 Fax:212-980-3325
www.tafuny.com

Japanese Yakiniku (BBQ) for Stamina
Happy Hour
Mon-Thu 6pm-7pm
50% off on DRAFT BEER & SHOCHU by bottle
Hakaochi Kalbi in spicy miso marinade
YAKINIKU IZAKAYA RIKI
250 E. 52nd St. (bet. 2nd & 3rd Ave) TEL: 212-826-4255
Mon-Sat 5pm-4am Closed Sunday

Sushi is Out, Yakitori is In
High End Yakitori Restaurant
Serving Chicken Nabe from the mid-October
*Reservations required in advance
TORI SHIN
1193 1st ave (bet 64th & 65th sts.)
tel 212-988-8408
Now open Sunday (closed on tue)

New Jersey

New Jersey — Aoyama
1982 Washington Valley Rd, Martinsville, NJ
732-271-2558
$35 M L

New Jersey — Asahi Japanese
1475 Bergen Blvd, Fort Lee, NJ 07024
201-944-5113
$17 L

New Jersey — Dai-matsu
960 Mountain Ave, Mountainside, NJ 07092
908-233-7888
$20 M L

New Jersey — Higa Battan
2024 Center Ave, Suite J&K, Fort Lee
201-461-5466
$10 L

New Jersey — ICHIBAN
778 Bloomfield Ave, W. Caldwell, NJ 07006
973-808-7178
$20 L

New Jersey — Ichiban
414 Hackensack Ave, Hackensack, NJ 07601
201-489-0301
$30 L

New Jersey — Italian Tomato (Mitsuwa)
595 River Rd, Edgewater, NJ 07020
201-941-9113
$7 L

New Jersey — Izakaya Dan
571 Palisade Ave, Cliffs de Park, NJ 07010
201-941-3400
$25 L

New Jersey — KIKU
355 Rt. 17 South, Paramus, NJ 07652
201-265-7200
$45 L

New Jersey — Komegashi
103 Montgomery St, Jersey City, NJ 07302
201-433-4567
$25 L

New Jersey — Komegashi too

Located in waterfront Jersey City, Komegashi has the most gorgeous view overlooking Manhattan skyline, offers exciting sushi selections. Try our Chirashi Royale, the freshest pick from chef with selection from Japan and domestic. Only 5 min PATH from NYC.
39 Town Sq. Place, Jersey City, NJ 07310
201-533-8888 www.komegashi.com
$30 L

New Jersey — Lounge Zen
254 Degraw Ave, Teaneck, NJ 07666
201-832-8586
$30 L

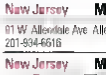
New Jersey — Masa Sushi & Grill
91 W. Allendale Ave, Allendale, NJ 0740
201-934-6616
$30 L

New Jersey — Matsushima
595 River Rd, Edgewater, NJ 07020
201-945-0450
$35 L

New Jersey — Manster Sushi
345 Springfield Ave, Summit, NJ 07901
908-598-1100
$30 L

New Jersey — Pinehill
123 Farmous Rd, Fanmous, NJ 07652
201-443-0170
$20 L

New Jersey — Princeton Tomo Sushi



Visit this cozy kitchen and taste some of the most fresh sushi Japanese cuisine around. From truly authentic to delectably creative, everything is prepared with a smile and passion for fine food. Its casual setting and affordable prices make TOMO a rare find.
238 Nassau St, Princeton, NJ 08540
609-924-8478 www.princetontomo.com
$20 L

New Jersey — Sakurabana NJ
43 Rand Ave, Ridgewood, NJ 07450
201-447-6525
$25 M L

New Jersey — Santohka (Mitsuwa)
595 River Rd, Edgewater, NJ 07020
201-941-1004
$10 L

New Jersey — Sanuki Sendo (Mitsuwa)
595 River Rd, Edgewater, NJ 07020
201-941-9113
$6 L

New Jersey — Su Restaurant
725 River Rd, Edgewater, NJ 07020
201-840-7999
$16 M L

New Jersey — Sugi
2117 Rt 4 E, Bound Brook, Fort Lee, NJ 07024
201-461-6038
$15 L

New Jersey — Tomo's Cuisine
113 Rt. 23 S, Little Falls, NJ 07424
973-837-1117
$20 M L

New Jersey — UKI UKI
417 E. Rinkenhuff Av, Palisades Pk, NJ 07650
201-947-9449
$15 L

New Jersey — Umeya
156 Piermont Rd, Cresskill, NJ 07626
201-816-0511
$22 M L

The Bronx

The Bronx — DHANA
500 City Island Ave, Bronx, NY 10464
718-885-0700
$35 L

CAFE

Upper West — Beard Papa's Upper W
2167 Broadway (at 76th St.)
212-799-9770
Cream Puffs

Upper East — Choux Factory
1645 1st Ave. (bet 67th & 68th St.)
212-289-2023
Cream Puffs

Midtown West — Minamoto Kitchen

Serving true flavor of Japanese tradition with beautifully shaped and colored confections made from all healthy ingredients to express the elements of each season. Family-friendly cows create ones with hot green tea as they perfectly complement each other.
608 Fifth Ave. (49th St. bet 5th & 6th)
212-489-3747 www.kitchoan.com
Confectionery

Midtown East — Cafe Zarya Midtown E.
18 E. 41 St. (bet. 5th & Madison Ave.)
212-779-0800
Bakery

Midtown East — TAFU New York

A wide selection of products including Matcha green tea, loose tea leaves and tea bags various tea wasp red sweets and special gift sets of authentic Japanese tea and tea utensils. Natural ingredients free of additives, chemicals or preservatives.
575 Lexington Ave. (51st bet. 3rd & Lex.)
212-980-1310 www.tafuny.com
Dessert Tea

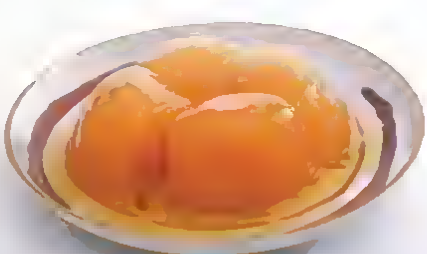
West Village — Beard Papa's W. Village
5 Carmine St. (bet. 6th Ave. & Bleecker St.)
212-989-9855
Cream Puffs

West Village — Beard Papa's W. Village

We bake our special choux pastry several times daily and our secret-recipe of whipped cream custard is made on the premise. You can taste the difference of our commitment to serve only the freshest cream puffs with the highest quality in every bite.
5 Carmine St. (bet. 6th Ave. & Bleecker St.)
212-989-9855
Cream Puffs

JUKUSHI-NO-SATO
熟柿の郷
錦倉 原吉光庵
MINAMOTO KITCHOAN

JUKUSHINOSATO IS CREATED IN THE IMAGE OF BEAUTIFULLY RIPENED PERSIMMONS IN THE AUTUMN SKY. IT IS AN ELEGANT JAPANESE JELLY VELVETY ON YOUR TONGUE AND LUSCIOUS WITH SWEETNESS OF PERSIMMONS.



FIFTH AVENUE
608 Fifth Ave.,
(49th St. bet 5th & 6th Ave.)
New York, NY 10020
212-489-3747

NEW JERSEY
595 River Rd.,
(Mitsuwa Marketplace)
Edgewater, NJ 07020
201 313 9335

East Village **Cafe Zoiya East Village**
69 Cooper Sq (at St. Marks St.) 212-253-9700 — **Bakery**

East Village **Cecel Cafe Crepe**
135 1st Ave (bet. St. Marks & 6th St.) 212-460-5102 — **Crepe**

East Village **Chikalicious**
209 E 10th St (bet. 2nd & 3rd Ave.) 212-995-0511 — **Dessert Bar**

East Village **PANYA**
10 Stuyvesant St (bet. 2nd & 3rd Ave.) 212-777-1930 — **Bakery**

Lower Mhn **Luxee Dessert Cafe**
5 Clinton St. (bet. Houston & Stanton St.) 212-375-1795 — **Dessert Bar**

Lower Mhn **Rheon Cafe**
159 Spring St. (Sullivan & Thompson St.) 212-925-7040 — **Cafe**

New Jersey **Minamoto Kitchoan**
595 River Rd., Edgewater, NJ 201-313-9335 — **Confectionery**

New Jersey **Parisienne**
250 Main St. Fort Lee, NJ 07024 201-592-9878 — **Bakery**

KARAOKE

Upper East **Box Snack Riki**
141 E. 45th St. 2Fl (bet. Lex. & 3rd Ave.) 212-986-5612 — $10/h, $30 min/m

Upper East **Box Snack Riki-2**
250 E. 52nd St. (bet. 2nd & 3rd Ave.) 2F 917-533-0410 — $8/h, $30 min m

Upper East **Iggy's**
1452 2nd Ave (bet. 75th & 76th St.) 212-327-9043 — no charge

Midtown West **Jepas 55**
253 W 55th St. (bet. Broadway & 8th Ave.) 212-765-1210 — $/h /person

Midtown East **Jepas 27**
356 3rd Ave (bet. 26th & 27th St.) 212-889-2328 — $8/h /person

Midtown East **Jepas 38**
9 E 38th St (bet. 5th & Madison Ave.) 212-679-4040 — $8/h /person

Midtown East **Karaoke Duet 48**
A grandiose karaoke spot with 16 spacious and comfortable private rooms. Sing your heart out with a big flat panel screen and over 100,000 songs to choose from. Japanese sake and shochu available.
304 E. 48th St. (at 2nd Ave.) 212-753-0030/0031 www.karaokefuel.com — $5/h per person

Midtown East **Karaoke Top Tunes**
303-305 E 53rd St (bet. 1st & 2nd Ave) 212-758-3818 — $2/song

Korea Town **Karaoke Duet 35**
53 W. 35th St. 2nd Fl. (bet. 5th & 6th Ave.) 646-473-0806 — $4/h /person

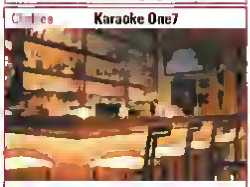
East Village **Sing Sing (Ave A)**
SING-SING KARAOKE AVENUE A
Among the newest and trendiest restaurants on Avenue A, Sing Sing offers a bar lounge and 15 private rooms for karaoke. It's a perfect place for get-together with friends after dinner. Large party rooms are available for up to 30 people. OPEN 7 DAYS
81 Avenue A (bet. 5th & 6th St.) 212-674-0700 www.karaokesingsing.com — $7/h per person

East Village **Lush Lounge**
9 E. 13th St (bet. 5th Ave. & University Pl.) 646-486-3225 — $5/h /pax

East Village **Planet Rose**
219 Avenue A (bet. 13th & 14th St.) 212-353-3500 — $2/song

East Village **Sing Sing (St. Marks)**
SING-SING KARAOKE ST. MARKS
Conveniently located on St. Marks Street in the heart of East Village, Sing Sing is a karaoke lounge with 16 Private Rooms. This brand new lounge is a great spot for young adults who love to sing. OPEN 7 DAYS 1:00PM-4:00AM. Party@karaokesingsing.com
9 St. Marks Pl. 2nd Fl. (bet. 2nd & 3rd Ave.) 212-867-7500 www.karaokesingsing.com — $7/h per person

Chelsea **Karaoke One7**



Karaoke One7 offers the city's largest song selection of over 80,000 in 13 different languages and new songs are added monthly. Sing at the bar for $2 per song or sing with your friends in a room equipped with a HD sound plasma TV. Wide variety of drinks available from the bar. Drinks are half price during Happy Hour (2pm-7pm) with some restrictions. Open 7 days from 2pm to 4am. Large party rooms available. Call for reservation.
29 W 17th St (bet 5 & 6Ave) 212-675-3527 www.karaoke17.com — $2/song

Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available — Open for Lunch
M Tu W Th F Sa Su Day Close — Delivery
Romantic Dining — Family Dining
Vegetarian Friendly — Local Favorite
Business Dinner

Upper West

CHINESE

Upper West **Ivy's Cafe**
154 W. 72nd St. (B'way & Columbus Ave.) 212-787-3333 — $23

Upper West **Ollie's**
1994 Broadway (bet. 67th & 68th St.) 212-595-8181 — $20

Upper West **Ollie's**
2957 Broadway (at 116th St.) 212-531-8300 — $20

Upper West **Shun Lee West**
43 W65 St (Columbus & Central Pk W) 212-595-8895 — $52

THAI

Upper West **Land**
450 Amsterdam Ave. (bet. 81st & 82nd St.) 212-501-8121 — $25

Upper West **Lemongrass Grill**
2534 Broadway (at 95th St.) 212-666-0888 — $22

VIETNAMESE

Upper West **Saigon Grill**
520 Amsterdam Ave. (at 90th St.) 212-875-9072 — $25

Upper East

CHINESE

Upper East **Cafe Evergreen**
1388 1st Ave. (bet. 69th & 70th St.) 212-744-3266 — $30

Upper East **Chef Ho's**
1720 2nd Ave (bet. 89th & 90th St.) 212-996-3444 — $25

Upper East **Henan Bolcony**
1850 3rd Ave (bet. 92nd & 93rd St.) 212-517-2088 — $13

Upper East **Lin's Noodle & Grill**
1500 3rd Ave (bet. 84th & 85th St.) 212-639-1313 — $22

Upper East **Our Place Cuisines**
1444 3rd Ave (bet. 81st & 82nd St.) 212-288-4888 — $25

Upper East **Philippe**
33 E. 60th St. (bet. Madison & Park Ave.) 212-644-9885 — $40

Upper East **Pig Heaven**
1540 2nd Ave (bet. 80th & 81st St.) 212 744-4333 — $30

Upper East **Shanghai Pavilion**
1378 3rd Ave (bet. 78th & 79th St.) 212-585-3308 — $37

Upper East **Wa Liang Ye**
215 E 86th St (bet. 2nd & 3rd Ave.) 212-534-8889 — $29

THAI

Upper East **Jasmine**
1519 2nd Ave (at 84th St.) 212-517-8054 — $25

Upper East **Sa-Way**
1479 1st Ave (at 77th St.) 212-744-6374 — $20

Upper East **Sala Thai**
1718 2nd Ave (bet. 89th & 90th St.) 212-410-8557 — $29

Upper East **Spice**
1411 2nd Ave (bet. 73rd & 74th St.) 212 988-5348 — $25

Upper East **Viang Ping**
1393A 2nd Ave (bet. 72nd & 73rd St.) 212-249-8494 — $22

VIETNAMESE

Upper East **Asia Grill**
1239 2nd Ave (at 65th St.) 212-753-9518 — $20

Upper East **Vermicelli**
1422 2nd Ave (bet. 77th & 78th St.) 212 288-8808 — $20

Midtown West

CHINESE

Midtown West **China Grill**
CBS Bldg. 60 W. 53rd St. (bet. 5th & 6th Ave) 212-333-7700 — $66

Midtown West **Grand Sichuan**
745 9th Ave. (at 50th & 51st St.) 212-582 2288 — $15

Midtown West **Joe's Shanghai**
24 W. 56th St. (bet. 5th & 6th Ave.) 212-333-3868 — $20

Midtown West **Ollie's**
200-P W. 44th St. (bet. 7th and 8th Ave.) 212-921-5800 — $15

Midtown West **Ruby Foo's Times Sq.**
1626 Broadway (bet. 49th & 50th St.) 212-489-5800 — $30

Midtown West **Tang's Pavilion**
55 W 55th St (bet. 5th & 6th Ave.) 212-956-6888 — $20

Midtown West **Wa Liang Ye**
38 W 48th St (bet. 5th & 6th Ave.) 212-398-2308 — $25

THAI

Midtown West **Bangkok House**
350 W 40th St. (bet. 8th & 9th Ave.) 212-541-5843 — $15

Midtown West **Breeze**
251 8th Ave (bet 45th & 46th St)
212-262-4777 $25 L

Midtown West **Chai Home Kitchen**
330 8th Ave (at 56th St.)
212-707-0778 $30 L

Midtown West **Chaapan Thai**
761 9th Ave (at 51st St)
212-586-6808 $20 L

Midtown West **Pam Real Thai**
402 W 47th St (bet 9th & 10th Ave)
212-315-4441 $20 L

Midtown West **Pongsri Thai**
244 W 48th St (bet Broadway & 8th Ave)
212-582-3382 $20 L

Midtown West **Tapaz Thai**
127 W 56th St (bet 6th & 7th Ave)
212-957-1020 $15 L

YUM YUM 3

YUM YUM 3 is the third and most exciting of all the Yum Yum family of restaurants. Conveniently located at corner of 40th St and 9th Ave, we offer the most authentically traditional Thai menu and most affordable prices you can find in Manhattan.

558 9th Ave (bet corner of 40th St)
212 956-0639 www.yumyum3.com $15

YUM YUM BANGKOK

Casual Hip Atmosphere inexpensive but very worthwhile outside in fun place to chill. We are featuring a variety of authentic Thai Home Cooked dishes and Full Bar Service. We are open late night, 7 days a week. Plus our famous Prix fix special only $15.95.

650 9th Ave (bet 45th & 46th St)
212-262-7244 www.yumyumbangkoknyc.com $15

Midtown East

CHINESE

Midtown East **Chiam Chinese Cuisine**
160 E 48th St (bet. Lexington & 3rd Ave)
212-371-2323 $40 L

Midtown East **Chin Chin**
210 E 45th St (bet 2nd & 3rd Ave)
212-888-4555 $45 L

Midtown East **Dynasty Sung**
511 Lexington Ave (at 48th St)
212-355-1200 $35 L

Midtown East **Evergreen**
10 E 38th St (bet 5th & Madison Ave.)
212-448-1190 $23 L

Midtown East **Grand Sichuan**
1048 2nd Ave (bet 55th & 56th St)
212-355-5855 $20 L

Midtown East **Maa Noodle Shop**
022 2nd Ave (at 49th St.)
212-888-0027 $15 L

Midtown East **MR Ka**
570 Lexington Ave (at 51st St)
212-583 1668 $50 L

Midtown East **Our Place Shanghai**
141 E 55th St (bet Lexington & 3rd Ave)
212-753-3900 $25 L

Midtown East **Shun Lee Palace**
155 E 55th St (bet Lexington & 3rd Ave)
212-371-8844 $52 L

Midtown **Peking Duck House**

BEST PEKING DUCK IN NYC. Our house specialty and a crowd favorite. Our duck is roasted in an oven until the meat is tender and the skin is crispy. www.pekingduckhousenyc.com

236 E 53rd St (bet 2nd & 3rd Ave)
212 759-3210 $33 L

Midtown East **Tae Yang Restaurant**
34 E 51st St (bet Park & Madison Ave)
212-688-5447 $40 L

KOREAN

Midtown East **Korea Palace**
127 E 54th St. (bet Park & Lexington Ave)
212-832-2350 $30 L

VIETNAMESE

Midtown East **Bai**
248 E 44th St. (bet 2nd & 3rd Ave)
212-681-6541 $30 L

Midtown East **Le Colonial**
149 E 57th St (bet Lexington & 3rd Ave)
212 752-0808 $50 L

OTHER

Midtown East **Aja Asian Bistro**
1068 1st Ave (at 58th St.)
212-888-9008 $43

Midtown East **Asia De Cuba**
237 Madison Ave. (bet 37th & 38th St)
212 726-7755 $56

Midtown East **Fusha Asian Cuisine**
1065 1st Ave (at 58th St)
212-752-8113 $45 L

MOCO

MOCO's global dining menu includes fried calamari with cuttlefish ink, baby octopus ceviche, loco moco, home-made gnocchi and special sushi rolls. Open Fri 5:30 pm-Mon to 11 pm, Tue & Wed to 1 am and Thu-Sat to 2 am.

916A 3rd Ave (bet 34th & 35th St)
212-685-3683 $30

Korea Town

KOREAN

Korea Town **Cho Dang Gol**
65 W 35th St (bet 5th & 6th Ave)
212-695-8222 $30 L

Korea Town **Don's Bogam**
17 E 32nd St (bet 5th & Madison Ave)
212-683-2200 $25 L

Korea Town **Gam Mae Ok**
43 W 32nd St (bet 5th Ave & Broadway)
212-695-4113 $25 L

Korea Town **HAN BAT**
53 W 35th St (bet 5th & 6th Ave)
212-629-5388 $15 L

Korea Town **HANGAWI**
12 E 32nd St. (bet 5th & Madison Ave.)
212-213-0077 $30 L

Korea Town **Hya Dang Gak**
51 W 35th St (bet. 5th & 6th Ave)
212-695-7167 $15 L

Korea Town **Kang Suh**
1250 Broadway (at 32nd St)
212-564-6845 $30 L

Korea Town **Komtang House**
32 W 32nd St (bet. 5th Ave & Broadway)
212-947-8482 $15 L

Korea Town **Kum Gang San**
49 W 32nd St (bet 5th Ave & Broadway)
212-967-0009 $20 L

Korea Town **Kunju Restaurant**
5 W 32nd St (bet. 5th Ave & Broadway)
212-216-9487 $15 L

Korea Town **Seoul Garden**
34 W 32nd St (bet. 5th Ave & Broadway)
212-736-8002 $15 L

Korea Town **Shilla**
37 W 32nd St (bet. 5th Ave & Broadway)
212-967 1880 $25 L

Korea Town **Won Ja**
23 W 32nd St (bet. 5th Ave & Broadway)
212-695-5815 $20 L

Korea Town **Won Chan**
10 W 36th St (bet. 5th & 6th Ave)
212-695-0676 $20 L

VIETNAMESE

Korea Town **PHO32**
2 W 32nd St. (bet. 5th Ave & Broadway)
212-695-0808 $20 L

Chelsea

CHINESE

Chelsea **Grand Sichuan**
227 Lexington Ave (bet 33rd & 34th St.)
212-679-9770 $25 L

Chelsea **Grand Sichuan**
229 9th Ave (at 24th St)
212-620-5200 $20 L

Chelsea **Rickshaw Dumpling**
61 W 23rd St (bet 5th & 6th Ave)
212-924-9220 $20 L

THAI

Chelsea **Jaiya Thai**
396 3rd Ave (bet. 28th & 29th St)
212-684-1330 $25 L

Chelsea **Lemongrass Grill**
136 E 34th St (bet. Lexington & 3rd Ave)
212-213-3317 $20 L

Chelsea **Pad Thai**
114 8th Ave (bet 15th & 16th St)
212-691-6226 $20 L

Chelsea **Pongsri Chelsea**
165 W 23rd St (bet 6th & 7th Ave)
212-645-8808 $20 L

Chelsea **Regional Thai**
206 7th Ave (bet 21st & 22nd St)
212-807-6672 $20 L

Chelsea **Room Service**
136 8th Ave (bet. 18th & 19th St)
212-691-0289 $28 L

Chelsea **Royal Siam**
240 9th Ave (bet. 22nd & 23rd St)
212-741 1732 $15 L

VIETNAMESE

Chelsea **Bao Noodles**
301 2nd Ave (bet 22nd & 23rd St)
212-725-7770 $22 L

Chelsea **Lannam**
339 3rd Ave (bet. 27th & 28th St)
212 686-5196 $15 L

Chelsea **D Mai**
158 9th Ave (bet. 19th & 20th St)
212 633-0550 $25

Chelsea **Omai**
158 9th Ave (bet. 19th & 20th St)
212-633-0550 $20 L

Gramercy

CHINESE

Gramercy **Wakiya**
2 Lexington Ave (at 21st St)
212-995-1330 $40

West Village

West Village **Chinatown Brasserie**
380 Lafayette St (at Great Jones St)
212 533-7000 $40 L

West Village **Empire Szechuan**
173 7th Ave S (at Perry St)
212 243-6046 $15 L

KOREAN

West Village **Da Hwa**
56 Carmine St (at Bedford St)
212-414-1224 $30 L

West Village **Penang Gomay Drive**
541 La Guardia Pl (W 3rd & Bleecker)
212-477-0900 $20 L

THAI

West Village **Galanga**
149 W 4th St (bet. Macdougal & 6th)
212-226-4267 $15 L

West Village **Highline**
835 Washington St (at Little W 12th St)
212-243-3334 $38 L

West Village **Lemongrass Grill**
9 E. 13th St (bet. 5th Ave & University Pl)
212 242-0908 $25 L

West Village **Lima Thai Bistro**
29 7th Ave S (bet. Bedford & Morton St)
212-727 2675 $20 L

West Village **Prem-on Thai**
138 W Houston St (MacDougal & Sullivan)
212-353-2330 $25 L

VIETNAMESE

West Village **Saigon Grill**
91 University Pl (bet. 11th & 12th St)
212-982-3051 $25 L

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CHINESE

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100 St Marks Pl (bet 1st & Ave A)
212-505-2121
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Rickshaw Dumpling
East Village
53 E 8th St (bet Broadway & Un versity)
212-411 1750
$20

KOREAN

Bon Joo
East Village
107 1st Ave (bet 11th & 7th St)
212-505-7374
$20

Dok Suni's
East Village
115 1st Ave (bet 7th St & St Marks Pl)
212-477-9508
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277 E 10th St (bet. 1st & Ave A)
212 260-9080 www pers mmoncuisine com
$37

Sura
East Village
105 E 9th St (bet 3rd & 4th Ave)
212-982-6380
$25

THAI

Elephant
East Village
511 E. 1st St (bet 1st & 2nd Ave)
212-505-7739
$25

Holy Basil
East Village
145 2nd Ave (bet. 8th & 10th St)
212-460-5667
$15

Klong
East Village
7 St. Marks Pl (bet 2nd & 3rd Ave)
212-505-9956
$20

VIETNAMESE

Indochine
East Village
430 Lafayette St. (Astor Pl & 4th St.)
212-505-5111
$50

Nicky's Viet
East Village
150 E 2nd St. (at Ave A)
212-366-1088
$9

Lower Manhattan

CHINESE

China Chalet
Lower Mhn
47 Broadway (Exchange Pl & Morris St)
212-143-4960
$25

Congee Village
Lower Mhn
100 Allen St (bet Broom & Delancy)
212 941 1818
$15

Golden Unicorn
Lower Mhn
1 E Broadway (Dv s on & Catherine St)
212 941-0911
$15

Joe's Shanghai
Lower Mhn
9 Pell St (bet Bowery & Mott St)
212 233-5934
$15

KOREAN

Kori
Lower Mhn
253 Church St (bet. Leonard & Franklin St.)
212-334-0906
$20

Woo Lae Oak
Lower Mhn
148 Mercer St (bet E Houston & Prince St.)
212-925-8200
$50

THAI

Kin Khao
Lower Mhn
171 Spring St (Thompson & W Bway)
212-966-3333
$25

Kittichai
Lower Mhn
60 Thompson St (bet Broome & Spring)
212-219-2000
$56

Kuma Inn
Lower Mhn
113 Ludlow St 2Fl (Delancey & Rivington)
212-953-6065
$25

Peep
Lower Mhn
177 Prince St (bet Sullivan & Thompson St)
212-254-7337
$20

VIETNAMESE

Mai House
Lower Mhn
186 Franklin St (Greenwich and Hudson)
212-431-0606
$35

Nam
Lower Mhn
110 Reade St (Church & W Broadway)
212-267-1777
$20

Viet Cafe
Lower Mhn
345 Greenwich St (bet Harrison and Jay St)
212-431-5688
$25

OTHER

Kampuchea Noodle Bar
Lower Mhn
78 Rivington ST (at Allen St)
212-529-3901
$25

Rice
Lower Mhn
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212-226-5775
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ASK THE BEAUTY GURU —VOL.9—

EXPERIENCE THE ART OF BEAUTY AND THE BEAUTY OF ART —MIDOMA SALON & GALLERY

Is it a hair salon or an art gallery? The answer is "both." Co-owners Marianna Ranieri and Michael Schwarzer share the concept of their unique Upper East Side salon.

How did you develop the concept of your salon?

Michael: There are two main elements. Marianna was influenced by her theater background and wanted to stay actively involved in the arts community. I was working in a salon in Germany with a similar concept. It was a small, boutique salon and the owner was very into the arts and also had art exhibits. I thought New York City would be a good city to free up space for artists because it's difficult for new artists to gain exposure without connections. With us working in a creative environment with hair, which we see as an art form in itself, it's perfect to invite more art into our space. So we opened Midoma Salon in 2000.

How do you choose what type of art is displayed in your salon?

Marianna: The art has to speak to us. It cannot be too commercial and must be visually interesting. We display a huge variety of art – colorful, deep, pure entertainment, conceptual and original with different styles, textures, and sizes. We must also find a balance between the personality of the artist and the creative artwork. We don't want to push people over the edge, but we do want to show artwork that is thought-provoking. This salon has inspired artists to move forward, as shows are booked more than a year in advance. The shows inspire the artists to create new pieces just for this space. You don't know how you can affect people when you do it from your heart.

What is your signature service?

Michael: My specialty is cutting and styling hair. I like to experiment and work with all textures, lengths and styles of hair because then I am creatively fulfilled the most. I like to create shapes for my clients that are functional. This means that the clients can easily re-create the multi-dimensional shapes and they are not stuck with one style. I want to give the clients the best possible foundation. By giving them a proper foundation, it's easy to re-create the shapes so their hair will look great for months to come and not just when they step out the door.

Marianna: Michael believes in giving you styles that work and he also believes in leaving hair the way it wants to be in the natural state, without manipulating it too much. Michael is genuinely concerned that the client looks good and takes time to show them how to propedy style their hair with a blow-dryer, flatiron, products, etc.

How do you overcome the challenges of working with such diverse clients?

Michael: When I came to New York City, it was the first time I had a client with kinky, curly hair who wanted me to blow dry her hair straight. At the time, the tools and products were not as advanced as they are now. But I also didn't have the technical skills to do it. So my first blow-dry was a total disaster. You must learn and practice and always improve yourself. Then you will overcome lack of exposure to diverse clients and you will know how to do it.

Marianna. It is important to know yourself and admit that you have made a mistake. Staying open-minded, setting aside your pride and learning from others will help stylists to inspire one another.

An art lover and hair stylist team up to make a unique creative space

The Japanese concept of "life" as the "seed of life and the swirl of potential energy" is incorporated into this chic gallery-salon. Clients, old and new, come to enjoy warm, friendly service while enjoying a new art exhibition every five weeks.

As the art world is intertwined with the fashion world, Midoma Salon currently features clothing by Japanese fashion designer, Sumie Tachibana and a new "wearable art" line called "Ikkt," created by Japanese artist Ko. Midoma salon has inspired many artists to create original artwork, and to explore the world of art and design.

Midoma Salon & Gallery
439 E. 75th St. (bet. York & 1st Aves.)
New York, NY 10021
TEL. 917 432 2667 / www.midoma.com
Hours. Tue-Fri. 12pm-8pm. Sat 10am-6pm

Beauty Guide

HAIR SALON

Upper West — Hoshi Coupe III
2201 Broadway (at 10th St.)
212-873-0460
F $40- M $40-

Upper East — Giovanni-Sacchi
1364 Lexington Ave (bet. 90th & 91st St.)
212-360-5557
F $50- M $30-

Upper East — Michi
208 E. 60th St. (bet. 2nd & 3rd Ave.)
212-752-8229
F $80- M $50-

Upper East — Midoma Salon-Gallery
436 E 75th St. (bet York & 1st Ave.)
917-432-2967
F 100- M 100-

Upper East — Tomoko Shima Hair Salon
171 E. 82nd St. (bet. 3rd & Lexington Ave.)
212-722-8126
F $55- M $50-

Midtown West — SALON VIJIN
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F $64 M $57

Midtown West — Mingle New York
10 W. 55th St. 2nd Fl. (bet. 5th & 6th Ave.)
212-459-3320
F $30- M $70-

Midtown West — Mitzu
57 W. 57st St. #1204 (at 6th Ave.)
212-757-5360
F $145 M $115

Midtown East — Eiji International
801 Madison Ave 5th Fl (bet 57th %58th St)
212-836-3454
F $125- M $80-

Midtown East — Hair Mates Midtown
114 E. 40th St. (bet. Park & Lexington Ave.)
212-686-2630
F $55 M $50

Midtown East — Hisako Salon
141 E. 47th St. 2nd Fl (Lex. & 3rd)
212-764-7640
F $55- M $45-

Midtown East — Izumi Salon
22 E. 48th St. 2nd Fl (Madison & 5th Ave)
212-596-0468
F $55- M $43-

Midtown East — Kiara
515 Madison Ave (at 53rd St.)
212-832-2633
F $40- M $37

Midtown East — Manish
231 E. 53 d St. (bet. 2nd & 3rd Ave.)
212-755-2623
F $45- M $35-

Midtown East — RH Plus Salon
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805 3rd Ave., 2nd Fl. (bet. 49th & 50th St)
212-644-8059 www.rhplusny.com
F $70 M $50

Midtown East — Momotaro
545 5th Ave. 2nd Fl (bet. Madison & 5th Ave.)
212-758-2382
F $15- M $40-

Midtown East — Salon Ishi
70 E. 55th St. (bet. Park and Madison)
212-888-4744
F $17- M $72

Midtown East — Shige Kosuda
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141 E.55th St. (bet. 3rd & Lexington Ave.)
212-759-2397 www.shigesalon.com
F $75- M $50-

Midtown East — Wave 55
1059 2nd Ave. (bet. 55th & 56th St.)
212-355-7399
F $70- M $45-

Chelsea — Hisako Salon
Located in the heart of Chelsea it's the sister salon to Hisako Salon in Midtown East that has catered to both Japanese and local clientele for over 2 decades Walk-ins are always welcome Opened 7days Mon - Fri until 8pm
183 7th Ave. (bet. 20th & 21st St)
212-803-2233
F $60 M $45

Chelsea — Hoshi Coupe I
259 W. 19th St. (bet. 7th & 8th Ave.)
212-255-0770
F $50- M $50

Chelsea — KIWA Salon
234 W. 27th St. (bet. 7th & 8th Ave.)
212-620-3846
F $55 M $55

Gramercy — Hayato New York
125 E. 23rd St. 2nd Fl (Park & Lex Ave)
212-673-7373
F $80- M $60-

West Village — SEI-TOMOKO
142 W4 St (Washington Sq. Pk & 6th Ave)
212-477 5475
F $35- M $35-

West Village — YUI Salon
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323 W. 11th St. (Greenwich & Washington)
212-647-8303 www.yui-salon.com
F $70- M $60-

East Village — ARTE Salon
Now offering Head Spa Shiatsu massage and deep cleansing of the scalp in a private room lets you experience an extreme relaxation It is recommended to scalp dryness flakes and low volume hair Free KERASTASE treatment (reg. $35) to first time customer
294 Elizabeth St (bet Bleecker & Houston St.)
646-331-6124 (Hanami) www.artesalon.com
F $70- M $70-

East Village — Diala
149 Avenue A (bet. 9th & 10th Sts.)
212-777-5252
F 45- M 45-

East Village — Hair Mates Downtown
13 3rd Ave. (bet 7th & St. Marks Pl.)
212 777-4612
F $45- M $40-

East Village — Hoshi Coupe II
214 E. 9th St. (bet. 2nd & 3rd Ave.)
212-505-0383
F $45- M $40

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Q Does it hurt?
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Q How many treatments are required?
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Lower Arms	$120	$600
Upper Arms	$120	$600
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150 E 14th St (03rd Ave.) | F $35- M $31
212-505-0537

East Village — K2 Salon
215 E 10th St (bet 1st & 2nd Ave.) | F $60- M $50-
212 290-5198

East Village — Lotus Salon
31 Ave A (bet 2nd 3rd St.) | F $60 M $50
212-475-2748

East Village — Pirrka Salon
233 E 4th St (bet Ave A & B) | F $60 M $50
212-673-6209

East Village — Powder Room
318 E 9th St (bet 1st & 2nd Ave.) | F $60 M $50
212-677 2020

East Village — SEI-TOMOKO
240 E 13th St (bet 2nd & 3rd Ave.) | F $35- M $35-
212 533-6613

East Village — SEI-TOMOKO 02
126 E 4th St. (bet 1st & 2nd Ave.) | F $35- M $35-
212-473 6320

East Village — Yo-C Salon

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225 East 5th St (bet 2nd & 3rd Ave.) | F $75 M $75
212 529-0355 www.yo-cslon.com

Lower Mhn — Hoshi Coupe Soho
183 Prince St (bet Sullivan St and 6th Ave.) | F $100- M $70-
212-353-4004

Lower Mhn — Lotus Salon
34 North Moore St (bet Hudson & Varick St.) | F $100- M $70
212-219-3539

Lower Mhn — Lotus Salon
7 Prince St. (bet Elizabeth & Bowery St.) | F $70 M $60
212 219-3233

Lower Mhn — Lotus Salon
141 Reade St. (bet Hudson & Greenwich St.) | F $60 M $70
212-608-7788

Lower Mhn — Q Hair
19 Bleecker St. (bet Mott & Elizabeth St.) | F $34 M $34
212-614-8726

Lower Mhn — Shizen
627 E 6th St. (bet. Ave. B & C) | F $65 M $65
212 777-2128

Lower Mhn — Tokamichi Hair
95 Great James St (Lafayette & Bway) | F $75- M $75-
212-420-7575

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191 Grand St. (bet. Driggs & Bedford Ave.) | F $35- M $45-
718-384 7412 www.communesalon.com

Upstate — Akane Salon
7 E Hartsdale Ave Hartsdale NY 10530 | F $55- M $45-
914-948-0219

Upstate — Hair Studio NAKA
267 Halstead Ave Harrison NY 10528 | F $60- M $50-
914-835-0045

Upstate — Hiro's Hair Salon
99 Purchase St, Rye NY 10580 | F $60 M $50
914-921-9339

Upstate — Momotaro
2 Spencer Pl 2nd Fl Scarsdale NY 10583 | F $80- M $50-
914-472 5897

Upstate — Salon Shin
731 White Plains Rd Scarsdale NY 10583 | F $50- M $45-
914-472 3817

Upstate — Salon Susan
19 E Hartsdale Ave. Hartsdale NY 10530 | F $40 M $30
914-946-7475

Long Island — U Wave
16 Haven Ave, Port Washington NY 11050 | F $40 M $30
516-883-3046

New Jersey — Akane Salon
2024 Center Ave Fort Lee NJ 07024 | F $40- M $30-
201-461-3644

New Jersey — Katsuko Salon
2039 Lemoine Ave 61F Fort Lee NJ 07024 | F $60 M $40
201-585-9699

New Jersey — Michi
595 River Rd Edgewater NJ 07020 | F $50- M $40-
201-941-1989

New Jersey — Salon Temo
1817 Parker Ave Fort Lee NJ 07024 | F $50 M $45
201-346-0501

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15 W 44th St 10th Fl (bet 5th & 6th Ave.) | $40-
212-575-7692

Midtown West — SHIZUKA new york
7 W 51st St. 6th Fl. (bet. 5th & 6th Ave.) | $25
212-644-7400

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212-683-8723 www.moonflowerspa.com

Midtown West — Spadium
49 W 32nd St. (bet. 5th & Broadway) | $80
212-967-3131

Korea Town — Aure Wellness Spa
49 W 33rd St (bet Broadway & 5th Ave.) | $70-
212-695-9558

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323 WEST 11TH ST NYC 10014
(BET GREENWICH & WASHINGTON ST)
TEL 212 647 9303

Chelsea **Supple Spa**
55 W 19th St. 2nd Fl.(bet 5th & 6th Ave.) 212 675-5548 — $65/1h

East Village **TAMAGO Skincare**
261 E 13th St (bet. 2nd & 3rd Ave.) 212 505-1599 — $40/h

Lower Mhn **Corona Beauty Center**
121 Baxter St (bet Canal & Hester St.) 212-941-7118 — $45/h

Lower Mhn **Facial Spa**
170-172 Canal St #303 (Mott & Elizabeth St.) 212 925-5114 — $35/30min

Lower Mhn **KSS Beauty Spa**
197 Centre St (bet Canal & Hester St.) 212 966-9531 — $48

Lower Mhn **NY Chinatown Nutrition Ctr**
9 E. Broadway Rm.301 917-622-6310 — Weight Loss

Lower Mhn **Spring Thyme Wellness**
75 Nassau St (bet. Fulton & John St.) 212 385-4973 — $40

Queens **esta de doronko**
119-43 Union Tpk, Forest Hills NY 11375 917-886-4004 — $90

Upstate **esta de doronko**
21 Lake St. White Plains, NY 10603 917-475-4004 — $60

New Jersey **King SPA Sauna**
321 Commercial Ave. Palisades Park, NJ 201-947-3956 — $35

Health Guide

SHIATSU

Midtown West **Salon de Tokyo**
200 W 57th St. #1304 (at 7th Ave.) 212 757-2187 — $70 /60min

Midtown West **Esprit Wellness**
2 W 45th St. #1708 (bet. 5th &6th Ave.) 212-354-5676 — $80 /15min

Midtown East **Kenkodo Inc**
333 E. 49th St. Lily-D (bet. 1st & 2nd Ave.) 212-980-0008 — $80 /60min

Midtown East **iDO HOLISTIC CENTER**

iDo Holistic Center offers shiatsu massage—traditional Japanese acupressure massage that will relieve you of physical pain and stress. 20 min dry sauna and a 1st over included with a shiatsu massage. Two-to-one weekend special (sauna & shiatsu) $105
9 E. 45th St. 8th Fl (bet. Madison & 5th Ave.) 212-599-5300 www.idocenter.com — $80 /60min

Midtown East **Ease Salon**
51 E42 St. #1408 (bet. Madison & Vanderbilt) 212-661-5151 — $40 /25min

Midtown East **Go-in Center**
211 E 43rd St. #1805 (bet. 2nd & 3rd Ave.) 212-867-9114 — $120/h

Chelsea **OHASHI INSTITUTE**

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147 W 25th St (bet. 6th & 7th Ave.) 800-810-4190 www.ohashiatsu.org — $45-65 /60min

Lower Mhn **Soho Howard Salon**
34 Howard St., 2nd Fl (Broadway & Crosby) 212-475-1998 — $50/h

Lower Mhn **Health Trail CO.**
23 Pell St. 2nd Fl (bet. Mott & Bowery St.) 212-406-2212 — $80 /60min

East Village **Kaisy**
225 E. 9th St. 2nd Fl (bet. 2nd & 3rd Ave.) 212-253-6171 — $45 /50min

ACUPUNCTURE

Upper West **Oi Hang**
4187 Broadway (bet 176th & 177th St.) 646-239-3322 — $80 /30min

Upper East **Herbal Fairy Spa**
225 E 64th St. #4 (bet. 2nd & 3rd Ave.) 212-868-3698 — $80 /60min

Midtown West **Yamaguchi Acupuncture**

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161 W 54th St. #21 (bet. 6th & 7th Ave) 212-246-7988 www.yamaguchiacupuncture.com — Acupuncture

Midtown West **NY Acupuncture & Herb**
250 W 57th St. #1930 (at Broadway) 212-262-9898 — $100 /visit

Midtown West **Nikon Medical Group**
15 W 44th St. 10th Fl (bet. 5th & 6th Ave.) 212-575-8810 — $80-

Midtown West **Eilaan Chan**
119 W.57th St. Suite 511 (6th & 7th Ave.) 212-974-2880 — $100/h

Midtown East **David L. Zeng**
14 E. 34th St. 5th Fl (bet. 5th & Madison Ave.) 212-689-1773 — $60 /50min

Midtown East **Chun Yuan Li**
141 E. 55th St. #3D (bet. Lex & 3rd Ave) 212 750-8384 — $80/visit

Midtown East **Amy Nature Center**
137 E 47th St. (bet. 3rd & Lexington Ave.) 212-317-2720 — $55/visit

Midtown East **Acumed Center**
150 E. 58th St. #1C (bet. 3rd & Lexington Ave.) 212-888-8877 — $30/ 30min

Midtown East **41st Street Medical**
18 E 41st St. (bet.5th & Madison Ave.) 212-983-0041 — $80/ 120min

Chelsea **Yoshiko Kamiyama**
20 W 20th St. #311 (bet. 5th & 6th Ave.) 914-354-6804 — Homeopathy

East Village **SuHu Natural Health**
1 Union Sq W #715 (at E 14th St.) 212-691-6211 — $90/visit

Queens **Chin Kai**
133-47 Sanford Ave. #1G Flushing, NY 11355 718-961-7222 — $50 /45min

HEALTH PRODUCT

Upper West **Health Nuts**
2141 Broadway (bet. 75th & 76th St.) 212 724-1972 — Supplement

Queens **Metro Pharmacy**
41-11 30th Avenue Astoria, NY 11103 718-204-1414 — Pharmacy

Illinois **June Bees**
1330 St. James St, Palatine IL 6007 800-447-0541 — Health Product

Wave 55 Japanese Hair Salon
1059 2nd Ave (bet. 55th & 56th St.)
212 355 7399 www.wave55salon.com

Michi Beauty Salon
208 E 60th St. (bet. 2nd & 3rd Ave.)
212 752-9229
595 River Rd Edgewater NJ 07020
201 941 1869
www.michiusa.com

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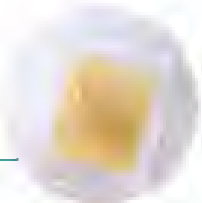
BUYING JAPAN INCREDIBLE AND UNKNOWN PRODUCTS – VOL.6 –

ASHIURA JUEKI SHEET (UNDERFOOT SAP SHEET)

BY *NOBI NAKANISHI*



Once you prepare the sheet, it looks something like this. Apparently the kind I used has the essence of red peppers in it. Makes me curious about all the different variations - I would love one with coffee!

Say hello to my foot. The sheet is pretty large, but not too obtrusive. I proposed to make this a 'scratch and sniff' image but thankfully everyone else at Chopsticks NY is much more sensible.

Summer is over, and now it's time to recover until the winter holidays. What are you doing to treat your body right? Coming up with ways to detoxify, as well as finding the time to do so can be difficult, so trying all you can during the downtimes is important.

One unconventional method of detoxification comes in the form of the **Ashiura Jueki Sheet**. Touting the ability to absorb the toxins in your body by way of your feet, it opens up the possibilities for endless jokes about dirty feet, smelly feet, and foot fetishes. But it may not as outlandish a concept as you might think. Anyone who values in the ancient Chinese belief that the foot holds countless pressure points that can help heal your body may already be writing this down on their 'to buy' list.

The Ashiura Jueki Sheet is essentially a thin pouch that contains charcoal (an element featured in many of the cleansing products we have focused on in this magazine), derived from tree sap (that's the 'Jueki' part). There are two sides to the pouch – one porous, one not. You stick the non porous face of the pouch to the sticky side of an adhesive strip, and then you stick it to the soles of your feet ('Ashiura') – essentially sandwiching the porous face of the pouch between your foot and the adhesive.

Stick the sheet on before going to bed, and leave it on overnight – the product claims to absorb and trap the toxins flowing through your body, turning the sheet brown by the morning. When I put these sheets on my feet (one sheet per foot is recommended, although if you have really huge feet, why not try two?) I felt a little silly, but in the name of science I kept them on all night. Some of you may already claim I sleep through my product reviews, but I REALLY did it this time.

Now unlike some products I've tried, I can't really say if these things work – there's just no measurable effect. Many people in Japan claim that the sheets are very useful in removing joint pain and stiffness of the neck and shoulders. I am told there is even a strong following of women who claim that the detoxification effects can maintain beauty. Possessing neither pain ... nor beauty, perhaps I wasn't the best candidate to begin with.

When I removed the sheets the morning after my first trial run, they had turned somewhat brown, but it certainly wasn't clear what or how much toxin it had absorbed. I had only one idea to see if I could get a different set of results. So for the next few days, I ate and drank as terribly as I could, then tried again. In comparison, the sheets were not much darker, but I was definitely fatter.

I think the moral is that it's up to you to pick and choose how you take care of yourself. Try the Ashiura Jueki Sheet, but remember it's not a substitute for taking care of yourself. Make sure to drink less, eat healthier, and stay active.

The Ashiura Jueki Sheet is available at your local Japanese market – ask for it by name!

Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art.

APPAREL

Upper East — R by 45rpm — Clothing
17 E 71st St (bet Madison Ave and 5th Ave)
212-737-6545

Midtown East — BLOOM New York — Jewelry
361 Madison Ave (bet. 45th & 46th St.)
212-870-0088

Midtown East — NIWAKA — Jewelry
608 5th Ave (at 48th St.)
212 941-5410

Midtown East — Royal Chie — Clothing
635 Madison Ave (at 58th St.)
212-598-0555

Ripplu — Clothing

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66 Madison Ave (bet. 27th & 28th Sts.)
212-599-2223 www.ripplu.com
Lingerie Shop

East Village — ARGASY — Clothing
426 E 9th St (bet. 1st Ave & Ave A)
212-592-7517

East Village — Local Clothing — Clothing
328 E 9th St (bet. 1st & 2nd Ave.)
212-777-3850

East Village — Tokio 7 — Clothing
64 E. 7th St (bet. 1st & 2nd Ave.)
212-353-8433

East Village — Tokyo Joe — Clothing
334 E 11th St (bet. 1st and 2nd Ave.)
212-473-0724

Lower Mhn — Junko Yoshioka — Clothing
580 Broadway 2 Fl (W B way & W Houston)
212-206-3302

Lower Mhn — Kazuyo Nakano NY — Clothing
117 Crosby St (bet. Houston and Prince St.)
212-334-7083

Lower Mhn — Mieko Mintz — Clothing
95 Thompson St (bet Spring & Broom St.)
212-627-1524

Lower Mhn — Mika Inatome — Clothing
53 Reade St 2Fl (bet W B way and Church)
212-406-7777

Lower Mhn — msg — Clothing
64 Kenmare St (bet. Mott and Mulberry)
212-334-4032

Lower Mhn — R by 45rpm — Clothing
169 Mercer St (at Houston St.)
917 297-0045

Lower Mhn — Sense of Wonder — Clothing
196 Spring St (bet Sullivan & Thompson)
212 343-2444

Lower Mhn — tutu — Clothing
55 Spring St (bet. Lafayette & Mulberry)
212 219-9548

Lower Mhn — UNIQLO — Clothing
546 Broadway (bet. Prince & Spring St.)
917 237-8800

Lower Mhn — Yamok — Clothing
321 1/2 Bleecker St. (Christopher & Grove)
212-807-9100

Lower Mhn — Yohji Yamamoto — Clothing
103 Grand St. (at Mercer St.)
212-966-0066

J-POP CULTURE

Upper West — Kim's Video Columbia U. — Anime
2906 Broadway (bet. 113rd & 114th St.)
212-864-5321

Midtown West — Jim Henley's Universe — Manga
4 W 33rd St (bet. 5th & Broadway)
212-298-7088

Midtown West — Kinokuniya Bookstores — Book
1073 Ave. of the Americas (bet. 40 & 41)
212-869-1700

Midtown West — Midtown Comics — Anime
200 W 40th St (at 7th Ave.)
212-302-8192

Midtown East — Book Off — Book Store

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14 E 41st St (bet Madison & 5th Ave.)
212-685-1410

Midtown East — Midtown Comics — Anime
456 Lexington Ave (at 45th St.)
212-302-8192

Chelsea — Cosmic Comics — Manga
10 E 23rd St 2dh Fl (at Madison Ave.)
212-460-5322

Chelsea — Image Anime — Anime
242 W 30th St (bet. 7th & 8th Ave)
212-631-0066

West Village — AC Gears — Toy
55 E 8th St (at Mercer St.)
212-260-2208

East Village — Forbidden Planet — Toy
840 Broadway (at 13th St.)
212-473-1576

East Village — Kim's Video St. Marks — Anime
6 St Marks St (bet 2nd & 3rd Ave.)
212-505-0311

East Village — St Marks Comics — Manga
11 St. Marks Pl (bet 2nd & 3rd Ave.)
212-598-9439

East Village — Toy Tokyo — Toy
121 2nd Ave 2nd Fl (bet 7th & St Marks Pl.)
212-673-5424

East Village — Video Games New York — Toy
202 E 6th St (at 3rd Ave.)
212-539-1008

Lower Mhn — kidrobot — Toy
125 Prince St (bet Greene and Wooster)
212-966-6928

Brooklyn — Zakka Corp — Book
155 Plymouth St (bet. Pearl and Jay St.)
718-801-8837

Queens — Anime Castle — J-Pop

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347-435-1298 www.animecastle.com

Upstate — Kinokuniya Bookstores — Book
3390 Palisades Center Dr West Nyack, NY
845-353-6800

California — Digital Manga Inc — Manga
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TRADITIONAL

Upper East — Sara
950 Lexington Ave (bet 69th & 70th St) 212-772-8243 — Dishware

Midtown East — Minamoto
609 Fifth Ave (at 49th St) 212-489-3747 — Centerpiece/Grocery

Midtown East — Precious Places
5 Tudor City Pl #102 (40th & 41st St) 212-602-1505 — Parchment

Midtown East — Wuhao New York
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410 Park Ave (bet 54th & 55th St) 212-231-8126 www.wuhaonyc.com — Towel

Chelsea — KYOTOYA
23 W 18th St (bet 5th & 6th Ave) 212-414-0720 — General

West Village — Machizukuri WAJIMA
551 Laguardia Pl (bet Bleecker & W 3rd St) 212-982-9450 — Dishware

Lower Mhn — Korin
57 Warren St (bet Church St and W Broadway) 212-587-7021 — Dishware

Lower Mhn — Seasons
115 Crosby St (bet Hudson & Prince St) 212-226-0737 — Furniture

Midtown East — KITEYA SOHO
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464 Broome St (bet. Mercer & Greene St) 212 219-7505 www.k-teyany.com — General

Lower Mhn — The Kimono House
131 Thompson St (bet. Houston & Prince) 212-505-0232 — General

Brooklyn — KIVIYA
42 Mauger St Brooklyn, NY 11206 718-218-8181 — Dishware

Queens — Saito Trading
52-05 11th St Long Island City, NY 11101 718-472-5413 — Dishware

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Palisades Center Mall 3rd Fl West Nyack NY 845-358-0185 www.utsuwa.com — Dishware

New Jersey — Mars New York
535 River Rd Edgewater NJ 07020 201-945-1134 — General

New Jersey — Utsuwa-No-Yakata
535 River Rd Edgewater NJ 07020 201-941-1802 — Dishware

GALLERY

Midtown East — Nao Gallery
1050 2nd Ave (bet 56th & 56th St) 212 308-8388 — Gallery

Chelsea — NYCoo Gallery
20 W 22nd St (bet. Broadway & 5th Ave) 212-380-1149 — Gallery

Chelsea — Onishi Gallery
521 W 26th St (bet 10th & 11th Ave) 212-436-8035 — Gallery

Lower Mhn — Asian American Arts Ctr
26 Bowery 3rd Fl (bet. Bayard & Pell St) 212-233-2154 — Gallery

Lower Mhn — Gallery gen Tribeca
168 Franklin St (bet. Hudson & Varick St) 212-226-7717 — Gallery

Lower Mhn — gallery onetwentyeight
128 Rivington St (bet. Essex & Norfolk) 212-674-0244 — Gallery

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350 6th Ave (bet. 28th & 29th St) 212-869-7465 www.toboshop-ny.com — Jewelry Supply

Midtown East — Terry May
153 E 53rd St (bet. Lexington & 3rd Ave) 212-486-0303 — Other Goods

Lower Mhn — Pariero NY
513 Hudson St (bet Christopher & W 10th St) 212-727-2641 — Other Goods

Upstate — Mother Garden
Palisades Center Mall #F303 West Nyack NY 845-358-0100 — Other Goods

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School Guide

Learn Japanese culture

LANGUAGE

Upper East — Musical Kids International
129E Lexington Ave (at 88th St) 212-996-5898 — Japanese

Midtown East — Amity Language Institute
124 E 40th St #203 (bet. Park & Lex. Ave) 212-697-8374 — Japanese

Midtown East — Japan Society
333 E 47th St (bet. 1st & 2nd Ave) 212-832-1155 — Japanese

Midtown East — Language House
545 Fifth Ave #910 (at 45th St) 212-545-5455 — Japanese

Midtown East — PC TECH
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317 Madison Ave #800 (Next to Grand Central) 212-808-4754 www.getitnyc.com — Japanese

Chelsea — ABC Language Exchange
135 W 29th St #1204 (bet 6th & 7th Ave) 212-563-7580 — Japanese

Chelsea — Tenn
43A W 13th St (bet 5th & 6th Ave) 212-645-2800 — Japanese

Lower Mhn — NYCNDA
273 Bowery Lower Level (@E Houston) 646-334-7426 — Japanese

Upstate — Japanese Study Hall
84 Calvert St Harrison NY 10528 917-407-2917 — Japanese

New Jersey — JAS of NJ
304 Main St 2nd Fl Fort Lee NJ 201-461-5133 — Japanese

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Upper West — Sogetsu Ikebana School
201 W 70th St. (at Amsterdam Ave) | 212-873-6115 | Ikebana

Upper East — Earthworks Pottery
1705 1st Ave (at 88th St) | 212-876-6345 | Pottery

Upper East — Urasenke Chanoyu Ctr
153 E 56th St (bet 3rd & Lexington Ave) | 212-986-6161 | Sado

Midtown West — Ellie's NY Floral Design
15 W 44th St 11th Fl (bet 5th & 6th St) | 212-661-8898 | Ikebana

Midtown West — New York Togei School
5 W 30th St 3rd Fl (bet 5th & Broadway) | 212-268-1711 | Pottery

Midtown West — The Nippon Club
145 W 57th St (bet. 6th & 7th Ave) | 212-581-2223 | Sado

Chelsea — The Ohashi Institute
147 W 25th St 8th Fl. (6th & 7th Ave.) | 800-810-4180 | Shiatsu

Lower Mhn — Ikebana Flowers New York

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Lower Mhn — Kampo Cultural Center
31 Bond St (bet. Lafayette St. & Bowery) | 212-228-3083 | Calligraphy

Lower Mhn — Kumisen Kataoka

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Queens — K-sui Shodo
23 11 39th St 2nd Fl (23rd & 24th Ave) | 718-278-0508 | Calligraphy

Japan — Ikebana International
nlo@ikebanany.org | 212-724-7087 | Ikebana

Japan — Ohara School of Ikebana
oharanyc@aol.com | 646-314-3587 | Ikebana

MARTIAL ARTS

Upper West — Kokushi Budo Institute
332 Riverside Dr (bet 105th & 106th St) | 212-866-6777 | Kata

Upper West — Shorinryu Matsubayashi
131 W72 St 2R (bet Amsterdam & Columbus) | 212-875-1827 | Karate

Upper West — Shotokan Karate-Do NY
2121 Broadway 4th Fl (at 74th St) | 212-799-5500 | Karate

Upper West — UWS Kanshikai Karate
528 Columbus Ave (bet 106th & 108th St) | 917 291 0487 | Karate

Upper East — NYC Kendo Club
351 E. 74th St 5th Fl (bet 1st &2nd Ave) | 212-674-6161 | Kendo

Upper East — Ultimate Karate USA
1950 3rd Ave 3rd Fl (at 107th St) | 212-426-4898 | Karate

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206 E 63rd St (bet 2nd & 3rd Ave) | 212 207 1907 | Karate

Midtown West — Aikido of Manhattan
60 W 38th St 3rd Fl (at 6th & 5th Ave) | 212-575-0151 | Aikido

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257 W 39th St 14Fl (bet 7th & 8th Ave) | 646-235-0293 | Karate

Midtown West — Shinjinbukan New York
250 W 57th St #528 (Broadway & 8th Ave) | 917-400-5163 | Karate

Midtown East — Kanshikaikan Karate
YMCA, 224 E 47 St (bet 2nd & 3rd Ave) | 212-755-3600 | Karate

Midtown East — N.Y. Shorin Ryu Karate
37 W 26th St #9 (bet Broadway & 5th Ave) | 212-430-9600 | Kata

Chelsea — Bond Street Dojo
214 W 29th St 3rd Fl (bet. 7th & 8th Ave) | 212-477-0088 | Aikido

Chelsea — Eizanryu Jujitsu Biwako
214 W 23th St 3rd Fl (bet 7th & 8th Ave) | 212-260-0827 | Jiu-Jitsu

Chelsea — New York Aikikai
142 W 14th St 2nd Fl (bet 6th & 7th Ave) | 212-242-8248 | Aikido

Chelsea — Shorinji Kempo NYC
151 W 26 St 6Fl (bet 6th & 7th Ave) | 917-721-4723 | Kata

Chelsea — Tiger Schulmann's
39 W 19th St (bet 6th Ave & Broadway) | 212-727 0773 | Mix

Chelsea — U.S. Budo Kai-Kan
110 W 14th St 2 Fl (bet 5th & 7th Ave) | 212-807-7336 | Karate

Chelsea — World Oyama Karate
35 W 31st St 6Fl (bet. 5th Ave & Broadway) | 212-629-7709 | Karate

Chelsea — World Seido Karate
61 W 23rd St. 2nd Fl (bet 5th & 6th Ave) | 212-924-0511 | Karate

West Village — New York Jiu Jitsu
866 Broadway Lower Level (at 18nd St) | 212-334-6310 | Jiu-Jitsu

West Village — Shin-Budokai Honbu
77 5th Ave Lower Level (at 14th St.) | 212-691-1375 | Aikido

East Village — Karate Honma Dojo
64 E 4th St (bet 2nd Ave & Bowery) | 646-436-0057 | Karate

East Village — World Kanreikai Karate
4 W 18th St 3rd Fl (at 18th St) | 212-677 7228 | Karate

Lower Mhn — Kan Zen Institute
54 Thomas St (bet Church & W.B.oadway) | 212-306-9104 | Kendo

Brooklyn — Aikido of Park Slope
555 5th Ave (at 15th St) | 718-768-5932 | Aikido

Brooklyn — Japan Karate Assoc
565 Fifth Avenue (at 19th Street) | 718-768-5345 | Karate

Queens — School of Taijutsu
475 Onderdonk Ave, Ridgewood, NY 11385 | 917-445-7035 | Mix

New Jersey — Ridgewood Karate School
30 Cottage Pl Ridgewood NJ 07450 | 201-447-2272 | Karate

OTHER

Midtown West — The Nippon Club
145 W 57th St (bet 6th & 7th Ave) | 212-581-2223 | Dance

Queens — The Arts Core Center
33-24 Northern Blvd (bet 33rd & 34th St) | 718-729-3569 | Dance

New Jersey — Saori
490 Curry Ave. Englewood NJ | 201-567-6771 | Other School

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FOCUS * HOBBY

SHOGI: JAPAN'S MOST POPULAR BOARD GAME DEEPENS ITS ROOTS IN NEW YORK CITY

Chess players beware – there's a new kid on the block... OK, not so new. In fact, this Japanese board game has been around since the late 6th century, and is an exhilarating variant of chess called "Shogi". The word translates literally as 'General's Chess', and is quite possibly one of the most interesting diversions I have ever experienced, as well as one of the most potentially addictive games I have ever enjoyed.

Shogi has been an indelible aspect of Japanese culture for centuries. Shogi Clubs are a common feature of Japanese elementary schools, and grooming a professional Shogi player can begin even at that level. And it's no surprise that Shogi is also one of the most popular games you'll find being played on computers in Japan.

Avid chess players know that the most well-known, Western version of the game actually originated in India in the early 6th Century from a game called Chaturanga – the version we are so used to watching with humans vs. computers and Bobby Fisher esque fascination evolved and developed by the end of the ninth century. Personally, I have enough struggles winning at 'normal' Chess... Imagine my delight when I first consulted with Mr. Minoru Hayashi – founder and director of the New York Shogi Club.

Mr. Hayashi welcomed me with, "Shogi is the single most difficult board game in the world, I think. As many traditional board games became computerized, they successfully beat human players. However, the computerized version of Shogi still loses in front of human players." Apparently there is a level of thought and strategy that even computers are not yet able to imitate. What could it be? I received a quick schooling in Shogi, and this is what I learned.

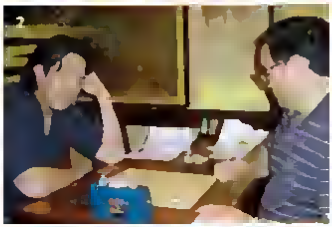
While Western Chess is played on an 8 x 8 board, Shogi is played on a 9 x 9 board. This is just the tip of the iceberg in terms of differences. The layout of the board allows for a different starting setup of three rows as opposed to two – the front row is filled with pawns, the second row consists of only two pieces (the equivalent of a Bishop and Rook), and the third a slew of horse and general pieces, as well as the King. But any similarity to chess that you may glean from my description soon ends.

When I sat down with Alex Trotter, a member of the New York Shogi Club, for my first game (which I subsequently lost of course) – it quickly became clear how different, and more complicated, Shogi indeed is. The major hurdle Chess players will endure when starting to play Shogi is this: all captured players are playable. That's right – unlike a Chess game where a captured piece is off the board forever, a player can take any piece they capture and use them as part of their army. Confusing? It was for me – I kept forgetting I had extra players to throw into the mix. And to throw them in strategically required too much from a first-timer like myself.

Mr. Trotter also imparted some other interesting facts. In Chess, one can play a defensive game, and still win. But in Shogi, you really have to play a more aggressive, offensive game in order to succeed. You can't hoard those pieces – you have to play them or you'll lose! Because of this, whereas a Chess game usually unfolds in three acts – an opening, a middlegame, and an end game – Shogi players will find themselves continually going from a middlegame to an endgame, and back to a middlegame until reaching checkmate. And if you look at the board at the end of a Shogi game, there is not a big difference in terms of the number of pieces that are on the board when the game starts, and when the game is finished.

I must again thank Minoru Hayashi, Alex Trotter, and the generous members of the New York Shogi Club who provided my schooling in Shogi. This group meets every week at the Japanese restaurant Naniwa (46th and 5th) @ 8pm, and it's really a fun and relaxing atmosphere coupled with a fascinating game that I am still thinking about today. English-friendly and casual, I highly recommend that you try Shogi out with them, especially if you are a chess fan. The nuances of Shogi are too numerous to cover in one article, but I hope it's intrigued you enough to give it a chance.

New York Shogi Club
TEL 646-773-1365
E-mail hayashi@nyshogi.com



1: The Hand of a Master. The game might look intimidating at first, but once you start playing, it is hard to stop.
2: Wondering who the author is? I'm the one with the pained look on his face. Not surprising since my opponent is the founder of the club, Mr. Hayashi.
3: There are a lot of people who show up for Shogi Club. If you have any interest in Chess or Japanese culture, you should definitely give this Japanese board game a try.

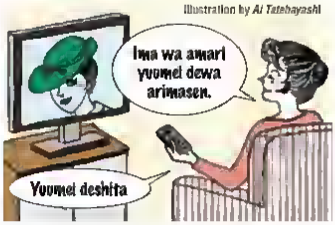
Japanese Lesson #12

きれいでした。／きれいでは ありませんでした。

kirei deshita / kirei dewa arimasen deshita

Past tense of adjectives 2: na-adjectives

Illustration by *Ai Tatehayashi*



You are finally done with the adjective lessons, but before we finish, you should learn how to make the past tense forms of na-adjectives. Let's take "kirei-na" as an example and check the rules.

Central Park wa kirei desu
(Central Park is beautiful.)
□**Central Park wa kirei dewa arimasen**
(Central Park is not beautiful.)
□**Central Park wa kirei deshita**
(Central Park was beautiful.)
□**Central Park wa kirei dewa arimasen deshita**
(Central Park was not beautiful.)

You got the rules? When you make it negative, drop "na" and add "dewa arimasen." Likewise, add "deshita" for the past and add "dewa arimasen deshita" for the past negative. Look at the conversation between Tadashi and Bob, who have just seen a Japanese movie. The conversation includes both i-adjectives and na-adjectives.

Tadashi: **Eiga wa omoshirokatta desu ka.**
(Did you enjoy the movie?)
Bob: **Hai, omoshirokatta desu. Demo sukoshi muzukashikatta desu.**
(Yes, I did. But it was a little difficult.)
Tadashi: **Furui eiga desu kara.**
(Because it's an old movie.)
Bob: **Joyuu-san wa kirei deshita ne. Yuumei na joyuu-san desu ka.** (The actress was beautiful, wasn't she? Is she famous?)
Tadashi: **Ima wa amari yuumei dewa arimasen. Demo, mukashi wa yuumei deshita.** (She is not so famous now. But she once was.)

If you get confused with this conversation, go back to the previous lesson and check the rules.

NEW WORDS
eiga: movie, film
-kara: because (only used after clauses)
joyuu: actress **mukashi**: once, a long time ago
ne: a postpositional article that invites agreement with or softens the preceding statement

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ISF's annual event "International Children's Day Celebration (Shichigosan)" will be held in New York City on Oct. 25th & 26th and the Washington DC area on Nov. 1st & 2nd.

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HIDEYO NOGUCHI (1876-1928)

Hideyo Noguchi was an internationally known bacteriologist who discovered the agent of syphilis. Born into a poor farming family in Inawashiro, Fukushima, he accidentally burnt his left hand as a child but could not get medical treatment because of his poverty, leaving his fingers connected and immobile. When he was 13, Noguchi was able to have surgery and recovered 70% of his fingers' mobility. This motivated him to study medicine. He showed talent immediately and became a medical doctor when he was 20. He moved to the United States in 1900 to be the research assistant of Dr. Simon Flexner at the Rockefeller Institute for Medical Research. In 1913, Dr. Noguchi proved that syphilitic spirochete was the cause of paralysis. He traveled Central America and South Africa doing extensive research for a vaccine for yellow fever. While working in Africa, Dr. Noguchi caught yellow fever himself and died at the age of 51. He's been the face on the 1,000-yen banknote since 2004.

Japanese Book Ranking *(data provided by Kinokuniya Bookstore)*

TOP MYSTERY WRITERS RULE PAPERBACK RANK

HARDCOVER TOP 5 IN JAPAN (9/8-14)

	Book title	Author	Publisher
1	*O-gata Jibun no Setsumeisho*	*Jamais Jamais*	*Bungeisha*
2	*Nihongo Nouryoku Shiken Juken Annai*	*N/A*	*Bonjinsha*
3	*Gake no Ue no Ponyo*	*Hayao Miyazaki*	*Tokuma Shoten*
4	*Arashi is Alive!*	*Shunya Arai*	*Shueisha*
5	*A-gata Jibun no Setsumeisho*	*Jamais Jamais*	*Bungeisha*

THE MONTHLY PICK

GAKE NO UE NO PONYO
This is an "anime ehon" (animation picture book) based on anime auteur Hayao Miyazaki's newest animation film. A 5 year-old boy Sosuke, rescues a baby fish, Ponyo. They become good friends and Ponyo starts wishing to be a human. This causes chaos in both ocean and human worlds. The film was released in mid July and recorded over 10 million admissions as of the end of August. (Rank #3)

PAPERBACK TOP 5 IN JAPAN (9/8-14)

	Book title	Author	Publisher
1	*Zakuro no Hae*	*Yasuhide Saeki*	*Fusoussha*
2	*Yougisha X no Kenshin*	*Keigo Higashino*	*Bungei Shunju*
3	*Nightingale no Chinmoku 1*	*Takeru Kaido*	*Takarajimasha*
4	*Nightingale no Chinmoku 2*	*Takeru Kaido*	*Takarajimasha*
5	*Maou*	*Kotaro Isaka*	*Kodansha*

THE MONTHLY PICK

MAOU
Hit maker Kotaro Isaka's new paperback hits rank #5. A "salary man", Ando notices that he has a supernatural power to make other people speak out what he thinks. He decides to use this ventriloquist-like power to confront a much bigger power, politics. Originally released in 2005, and the manga series based on this novel is currently running in Shonen Sunday magazine (Rank #5)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

WHAT I TALK ABOUT WHEN I TALK ABOUT RUNNING
***HARUKI MURAKAMI** — Alfred A. Knopf*
Bestseller writer Haruki Murakami began running to keep fit in 1982. A year later, he'd completed a solo course from Athens to Marathon, and now, after dozens of such races, not to mention triathlons and a dozen critically acclaimed books, he reflects upon the influence the sport has had on his life and—even more importantly—on his writing.

GHOST TRAIN TO THE EASTERN STAR
***PAUL THEROUX** — Houghton Mifflin*
Thirty years after the epic journey chronicled in his classic work The Great Railway Bazaar, the world's most acclaimed travel writer re-creates his 25,000-mile journey through eastern Europe, Central Asia, the Indian subcontinent, Japan, and Siberia. The Japanese trains he experienced include Tokyo Andagurauruda, Night Train to Hokkaido, Hayate Super Express, and two others.

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GINZA: Modern Architecture Tour

The name of Ginza should pop up when most people think of Tokyo, and they would see the ivory-colored stone building with a clock tower that is seemingly standing on an intersection. On the other hand, more and more stories cover Ginza's recent luxury boutiques, world-class dining scenes and cutting-edge design that inspire the global culture. That is no argument that Ginza is the center of Tokyo and that this busy commercial quarter reflects the mixture of old and new in today's Japanese society.

Ginza's positioning as cultural and commercial center was established 400 years back when then national leader Shogun Tokugawa's government located banking facilities in the area. Surviving the Great Kanto Earthquake in 1923 and the Second World War followed by the US occupation era, Ginza has been the open studio for many architects from East and West, thanks to the clean zoning development with straight grid-like streets, which gives plain free space for their new architectural inspiration.

The iconic corner clock tower is one of the historic Western style architectures from the pre-war era in Japan, when Japan was receiving more and more influence from the Western culture including art pieces and architecture. Over the last few decades, Ginza has witnessed a new wave of architectural surge, which symbolizes worldwide cultural and economic focus on Tokyo with successful global brand companies.

As local Tokyoites call "Gin Bura," meaning strolling Ginza, architecture is one of the attractions that visitors should enjoy and experience today's cultural center.

MAISON HÉRMES
(5-4-1 GINZA, CHUO-KU, TOKYO)

Among several boutiques worldwide, this is the very first brand-new construction from scratch for a Hérmes' boutique. The Italian architect Renzo Piano, who designed the Ponpidou center of Paris, designed this building as a large lantern with full of light by using glass blocks for the exterior walls. Glass wall allows full of sunlight to inside, but the building itself also shines just like a lantern with sunlight during the day and the room lights after dark. Mr. Piano's secret to express Hérmes' historic craftsmanship is the 13,000 17 by 17 inch glass tiles. All made by hand in Italy, and they were not manufactured at a factory, no two tiles looks the same, and Mr. Piano realizes the hand craft elements to this architecture for the historic artisanship of the boutique.

LOUIS VUITTON MALLERTIER
(7-6-1 GINZA, CHUO-KU, TOKYO)

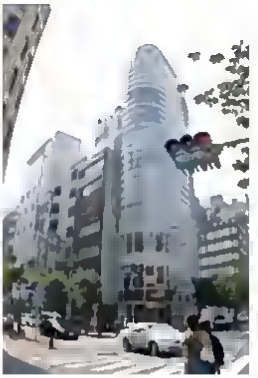
Tokyo has been the largest market for Louis Vuitton, and Ginza is the crucial location for one of their flagship stores in the world. Louis Vuitton's time-honored craftsmanship is uniquely expressed with flat square opaque stone tiles randomly sprinkled all over the very flat walls. Lights come through the tiles' opaque material, which creates high-tech elements as well as wrapping paper texture around the building's exterior. The modern flavor of the architecture is designed by Jun Aoki from Japan, who designed many other Luis Vuitton boutiques in Japan and overseas including New York City and Hong Kong.

MIKIMOTO GINZA 2
(2-4-12 GINZA, CHUO-KU, TOKYO)

Among many unique and glamorous buildings in the area, Mikimoto's second property in Ginza stands out with its design. Toyoo Ito, a Japanese architect that designed multiple buildings in Japan and all over the world, designed the world's best pearl distributor Mikimoto's boutique in Ginza. Scattering windows

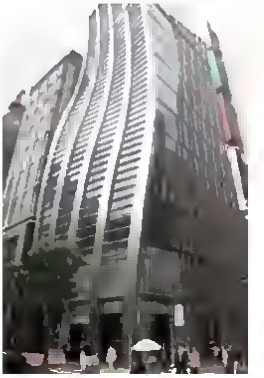
in different shapes and sizes are lit up after dark, the building appears as a luxurious jewelry box from a fantasy world. The light pink exterior brightens the building on an intersection, and the random windows reflect bubbles and pearls from the ocean bed and nature's mystical world that humans are urged to look into. This 9 story building was completed in 2005 and accommodates Mikimoto's boutiques, cosmetics and gift stores.

SPAZIO BBERA GINZA
(1-4-3 GINZA, CHUO-KU, TOKYO)



The world's renowned Japanese architect Kisho Kurokawa's architecture facilitates a luxurious Italian chocolate and jewelry boutique. The dome top glass building is a new trend center for Tokyo's design and fashion sensitive generations with exclusive chic hidden cafés indulging urban professionals as well as global travelers to Tokyo. Looking up the 10-story clearance to the glass dome is a one-of-a-kind view. http://www.spaziobrera.com/ (Japanese only)

DE BEERS GINZA BUILDING
(2-5-11 GINZA, CHUO-KU, TOKYO)
Another famous Japanese architect, Jun Mitsui, designed the world's top diamond company's first Asian boutique. Pedestrians can't help looking up and hold up their cell phone cameras when passing by this building because of the curvy shape of the building that reminds many of Salvador Dali's art work. Mr. Mitsui's concept was to maximize the light reflection from different directions in different hours of the day, just like a high-quality diamond generates beautiful shines.



SWATCH GINZA
(7-9-18 GINZA, CHUO-KU, TOKYO)
Swatch Group Japan that manages multiple luxury watch brands opened this new Ginza office building in May 2007. Accommodating their showrooms, boutiques and auditoriums, a world famous Japanese architect Shigeru Ban designed this building as Avenue de Temps (the avenue of time). Well known for his very unprecedented ideas and techniques, he took the advantage of the property's location between one of Ginza's main streets Chuo Dori (Center Street) and a small side street called Azuma Dori. He designed the street level to open as a public path that connects the two streets when the building is open at 11am. The watch showroom and boutiques are uniquely connected, which is one of Mr. Ban's innovative architectural designs.
www.swatchgroup.jp (Japanese only)

— *Nori Akashi*, Public Relations Manager at the New York Office of JNTO

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OLD GINZA IS STILL HERE

So what is that famous clock tower on the corner? This unforgettable icon of Ginza is built in 1932 as Mr. K. Hatton's import watch store, which later became Seiko Corporation, the world's best watch company. This explains the watch tower on the building. Today this building accommodates a high-end Wako Department Store, which is also one of the historic retailers from Ginza. The clock tower rings the *Westminster Quarters* at every hour, the same ring from the Big Ben of London.

The building is designed by Jin Watanabe in the neo-renaissance style that was very rare in Japan back in the day. Mr. Watanabe led the cutting-edge architectural style with different Western styles applied depending on the location and the facility function.

Ginza displays the history of Japan's modernism development that absorbed Western influences in design. Along with the cutting-edge recent styles, Ginza features a very unique cityscape for Ginza strollers.

OTHER HISTORIC BUILDINGS IN GINZA:

Kouansha Building (5-12-12 Ginza, Chuo-ku, Tokyo) The oldest art-deco style building in Ginza built in 1926.

Taimei School (5-1-13 Ginza, Chuo-ku, Tokyo) One of the first public grade school facilities in Tokyo that re-opened right after the end of the Second World War. Originally built in 1878 and restored in 1929 with the French style school gate and arched windows.

Nitta Building (8-2-1 Ginza, Chuo-ku, Tokyo)
A Spanish style architecture built in 1931 with detailed design on the arches on the street level.

Ginza Toho-Seimei Building (3-3-1 Ginza, Chuo-ku, Tokyo) Built in 1932 with a gothic art-deco style. Straight lines with Corinthian columns at the front.

What on Earth?

体育の日

TAIIKU NO HI

(PHYSICAL EDUCATION DAY)

On a perfect autumn day, what would you enjoy doing? Hiking? Apple picking? Japanese people consider autumn perfect for doing things like reading, eating, and sports. After the autumnal equinox, nighttime becomes longer than daytime, and people feel like spending more time indoors and reading at night. It's also a harvest season that provides an abundance of seasonal flavors, so naturally people eat more. But playing sports is the most popular activity of the three. Since the weather is nicer and more comfortable than in other seasons, people enjoy outdoor activities. "Taiiku no Hi," literally translated as "Physical Education Day," reflects this mindset of the Japanese people.

Taiiku no Hi is a national holiday established in 1966 for the purpose of encouraging people to obtain and maintain health, both physically and mentally, through sports. It was originally observed on October 10th, commemorating the date of the opening ceremony of the Tokyo Olympic Games in 1964. October may seem a bit late for hosting the Summer Olympic Games, but Japan had a specific reason for selecting this day: according to the meteorological statistics available at the time, October 10th was the day with the highest probability in the year of having no precipitation.

For this reason, many schools have field days on Taiiku no Hi. Field days in Japan are not merely athletic competitions but also family events. Parents and relatives gather to watch their children participate in a variety of races, games, and performances. As well as regular track and field competitions, there are unique races like the karimono kyousou (scavenger hunt), ame-kui kyoushou (hidden candy-eating race), pan-kui kyousou (hanging pastry-eating race), and mukade-kyousou (centipede race). Team competitions such as tamaire (bean bag throwing), kibasen (piggyback fights), and bou-taoshi (pole tumbling) are popular programs. In addition to these win-or-lose games, performances of kotekitai (drum and fife bands) and mass games are included in the programs to amuse the audience. The field game for both participants and audiences is always one of the highlights of this autumn day.

In 2000, the Japanese government enacted the "Happy Monday Bill" and set the date for observing Taiiku no Hi on the second Monday of October. Thanks to this new bill, people can take three consecutive days off. Ironically, Taiiku no Hi has not always been rain-free since then. On the other hand, October 10th is still the most likely day in the year to have no precipitation.

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TAKAYAMA FESTIVAL 8DAYS $2,798
Departure 4/10/2009
OSAKA-KYOTO-NARA-TAKAYAMA-MT. FUJI-HAKONE-TOKYO
<Specialty> Sanno Spring Festival Shirakawago, Azumino Wasabi Plantation Ryokan (Japanese Style Inn)
TOP3 SUMMER FESTIVAL 12DAYS $4,280
Departure. 7/29/2009 NIKKO-FUKUSHIMA-YAMAGATA-AKITA-AOMORI-MORIOKA-SENDAI-IBARAKI
<Specialty> Aomori Nebuta Festival Akita Kantou Festival, Sendai Tanabata Festival Ryokan (Japanese Style Inn)
<Inclusion> Round trip ticket Hotel Accomodations (Including Ryokan) Transportation Most Meals, English Speaking Tour Guide Admissions
<Details>✦The prices shown above are per person based on double occupancy and from East Coast (NYC/BOS/WAS)
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www.japanvacation.net

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www.nipponexpresstravel.us

entertainment ★ music

YOU TUBE BRINGS GUITAR PRODIGY, YUTO MIYAZAWA, TO INTERNATIONAL EYES.

8 year old Yuto Miyazawa's fingers can fly across the Gibson Les Paul that looks unusually large, showing the kind of virtuosity most adults can't even imitate. Back home in Japan, he's already a celebrity appearing on numerous variety shows. Recently, America caught on to this little genius through a clip that was posted on You Tube, which finally brought him to New York this August where he performed at B.B. King Blues Club, as well as appearing on Late Night with Conan O'Brien. He is now officially the Guiness Book record holder as the Worlds' Youngest professional Guitarist. *Chopsticks NY* zoomed in on this little genius to get a glimpse of his true nature off stage.

What made you take up guitar?
Yuto: I saw my father practicing the guitar for a performance and that's how I started.
So your Dad taught you?
Yuto: No. I started liking guitar when I started watching the video, and I started going to guitar shops. They had a guitar class for kids there, so I started taking lessons.
So from then on, you started liking guitar more than sports, video games, and TV, right?
Yuto: I go to the pool, so I still do sports, but I don't do things like baseball.
How much do you practice a day?
Yuto: About an hour.
What? An hour a day?
Yuto: Yup. About that much. At least 30 minutes.
Wow. And you got that good?
Yuto: I don't know. (Shyly)
Are you a genius?
Yuto: I don't know. (Even more shyly)
What songs do you play best?
Yuto: Ozzy Osbourne's Mr. Crowley and Eric Clapton's Crossroads.
Your hands are a lot smaller than an adult's. Are you using a special guitar?
Yuto: At first, I played the smallest guitar for kids, but my brother broke it, so I started using a longer guitar, then I started using a short scale guitar "MUSTANG" at around... umm...2006, and now I'm using the heavier guitar "LES PAUL."
Was this your first time in America?
Yuto: I came once in May, and came again once after that.
This time you played in front of a lot of people. What was that like?
Yuto: Hm... I realized it's very different from Japan.
How was it different?
Yuto: People don't show much excitement in Japan. Maybe there's just not a lot of people... But in America, people go so wild I couldn't even hear myself.
What was it like being on Conan? He's quite a celebrity here.
Yuto: Hmmm... Hmm... (pause for a while) I think people got excited.
Did you talk to Conan?
Yuto: Um... No.
At eight years old, you've already done so many things. What are your plans now?
Yuto: Plans...? Hmm...To be a pro.
What are your goals as a pro, and your dreams?
Yuto: I want to be a pro guitarist. (pause) and at school, many people are starting to play rock, so I want to get a band together, and stuff...
What's your favorite subject at school?
Yuto: History. What year did Hideyoshi Toyotomi dominate the country?
Ahh... About 1580?
Yuto: Wrong! 1590. Who was the last shogun of the Edo Era?
Yoshinobu Tokugawa.
Yuto: Correct! Okay, then what year was the Siege of Osaka?
Ahh... About 1603?
Yuto: No, that's when Tokugawa Shogunate was established. Later.
Then, 1605?
Yuto: No, that's when Ieyasu Tokugawa yielded to Shogun Hidetada. Later.
Hmm... then, 1606?
Yuto: No, later. What's 3 x 5?
15. Oh, it's 1615!

8-year old Japanese guitar prodigy reveals his true colors. He can be contacted through Zenbu Media (www.zenbumedia.com, yuto@zenbumedia.com)

Father: (coming to the rescue) What kind of guitarist do you want to be, Yuto?
Yuto: A guitarist that plays Heavy Metal.
Cool, a guitarist that plays Heavy Metal, and can talk about Japanese history (laugh). Do you write your own music?
Yuto: I want to. Before, I played two original songs on a TV show in Japan, but I didn't like it. The topic was already chosen for me, and I had to write it based on that, so...
How did you learn to write songs?
Yuto: By myself.
(To Father) Don't you help him at all?
Father: I give him suggestions, but he's never once adopted any of them yet.
Do you have plans to come back to NY?
Yuto: We do, right?
Father: Yes, in the winter.
We're looking forward to it.

Exhibition

September 25-October 1 FREE
An Exhibition of Oil Paintings by Shuta Morisaki - Bridge of Colors
Nippon Gallery
Shuta Morisaki's painting is characterized by brilliant colors and dynamic, well-balanced strokes. It depicts everyday scenery with rich colors, which calms the viewer's mind like a piece of lyrical poetry. On display will be 45 paintings expressing "the joyfulness and delight of human life", which has been a theme throughout all of his works. Other upcoming exhibitions which will be featured in Nippon Gallery include: A Photo Exhibition by Takeshi Seta "The Grace of Wa" (Oct.3-Oct.9), An Exhibition of Bea Hamazaki "Rondo" – Ultra Suede Bliss Art –(Oct.15-Oct.24), and An Exhibition of Illustration in pen and ink "Unconventional Art by Mokkai" (Oct.29-Nov 4)
Location: 145 W. 57th St. (bet. 6th & 7th Aves.)
New York, NY 10019
TEL. 212-581 2223 / www.nipponclub.org

October 4-January 11
New Bamboo: Contemporary Japanese Masters
Japan Society
New Bamboo is the world's first exhibition devoted exclusively to Japanese bamboo as a sculptural medium, featuring 23 innovators who explore the tension between traditional skill and new expressive opportunities.
Location: 333 E. 47th St., New York, NY 10017
TEL. 212-715-1258
www.japansociety.org

October 1-18 FREE
"Iroha Karta" in New York: Hisaki Hiramatsu
NYCoo Gallery
"Itae" (painting on piece of wood), a very unique technique of Hisaki Hiramatsu who has so far challenged several methods of artistic expression. From foods like vegetables, fruit or bread to working tools like a scoop, bolt, hammer and gloves, all are the objects we live with. Through the exhibition "IROHA KARTA in NEW YORK" the artist sends several messages. How many articles and goods do we need to live life in a comfortable way? The artist's affection for these articles, eyes with humanity for these things, and silent warning to modern life, shown in 48 IROHA KARTAs.
Location: 20 W. 22nd St. (bet. 5th & 6th Aves.), #1808
New York, NY 10010
TEL. 212-380-1149 / www.nycoo.com

Performance

September 28
Haruka Fujii: Percussion Concert
The Tenri Cultural Institute
The Tenri Cultural Institute will host a program by percussionist Haruka Fujii featuring contemporary music by John Cage, Maki Ishii, Jo Kondo, Gerald Eckert, and Ryan Streber. Appearing with Ms. Fujii will be recorder player Gudula Rosa, multimedia artist Liubo Borissov, and fine artist Kevork Mouradian.
Location: 43A W. 13th St. (bet. 5th & 6th Aves.), New York, NY 10011
www.harukafujii.com
TEL. 646-672-4557 (Haruka Fujii)

October 23-November 2
The Doll Sisters (Ningyo Shimai)
La MaMa and Atelier Asakura
Experimental Theater Club La MaMa in the East Village will present the Japanese play revived after over 30 years since its debut in this same theater. In 1976, noted poetess Taeko Tomioka and Japan's leading stage designer, Setsu Asakura, collaborated on a play called "Ningyo-Shimai" (The Doll Sisters) using both puppets and actors, combining ancient styles. The traditional conventions of the play are drawn from the bunraku and even earlier forms of doll-drama. Cast includes Jun Tanaka, Kazuko Yoshiyuki and Mieko Yuki.
Location: La MaMa E.T.C. Annex Theater
74A E. 4th St., New York, NY 10003
TEL. 212-475-7710 (Box Office) / www.lamama.org

Lecture/Forum/ Film/Festival

September 27-October 13
New York Film Festival Sidebar: "IN THE REALM OF OSHIMA"
The Film Society of Lincoln Center
The Film Society of Lincoln Center will compliment the selections of the 46th New York Film Festival by launching the North American tour of, "In the Realm of Oshima," an historical, in-depth look at one of modern cinema's essential figures. The official festival sidebar, a near-complete retrospective of Japanese director, writer and post-war political firebrand Nagisa Oshima, presents 26 titles spanning five decades, half screening in brand-new 35mm prints.
Location: Walter Reade Theater
(70 Lincoln Center Plaza, New York, NY 10023) TEL. 212-875-5601

September 28, October 6-17, and 20-30
New York-Tokyo Film Grand Prix (NYTFGP)
New York-Tokyo
NYTFGP2008 FESTIVAL is a premiere screening series representing the full spectrum of Japan's cultural vibe. It is comprised of the most popular top ten films selected by the NYTFGP audience votes this past July and August and a selection of New York-Tokyo staff-chosen films. NYTFGP2008 FESTIVAL PART ONE will kick off on September 28th, 2008 at NYU's Cantor Film Center, with a steady stream of screenings in the following weeks in October, and at other key venues around New York City including Anthology Archive and Tribeca Cinemas.
Info: www.newyork-tokyo.com/wp/nytfgp2008-festival/
TEL. 212-965-6751
Email: taeko@newyork-tokyo.com

October 1 and 2 FREE
Film Screening: The Gate Keeper of Enmyoin
The Vilcek Foundation

The Vilcek Foundation showcases the work of innovative foreign-born artists at its new cultural center. They will screen The GateKeeper of Enmyoin directed by a Japanese, New York based couple Reiko Tahara and Max Uesugi. The documentary chronicles the life of 95-year-old Teijun Ogawa, a rare female priest in the male-dominated Japanese Shingon Buddhist Sect. Intertwined within this story is that of Ms. Tahara speaking of her own journey as an immigrant, woman, wife and mother and the search for balance and freedom. Q&A with the filmmakers will follow.

Location: 167 E. 73rd St. (bet. Lexington and 3rd Aves.)
TEL 212-472-2500 / Email: info@vilcek.org

October 2, 16, 23, and 30 FREE

Selected Lectures on Japanese Culture

Donald Keene Center at Columbia University

Free and open to the public lectures in this organization include: "A Thousand Years of Genji: Envisioning the Tale of Genji, Canonization, Popularization, and Visual Culture" by Prof. Haruo Shirane, Columbia Univ., "The World in a Sign: Written Communication in Japan's Public Places" by Prof. Patricia J. Wetzel, Portland State Univ.; "Individuality in An Age of Reproduction: Utagawa Toyokuni and the Actor's Image in Nineteenth-Century Japan" by Prof. Jonathan Zwucker, University of Michigan, and "The Four Great Temples" by Prof. Donald F. McCallum, UCLA. Reservation required.

Location: 403 Kent Hall, Columbia University
(116th St. & Amsterdam Ave.) / www.donaldkeenecenter.org

October 7

Ikebana demonstration

Ikebana International New York

In the October meeting of Ikebana International, Ms. Masako Gibeault, master of the Ryuseri-ha School, will have a flower arrangement demonstration. The guest fee is $20, and if you'd like to enjoy a Japananese obento lunch ($15), please order by October 1.

Location: Horticulture Society of New York
(148 W. 37th St. 13th Floor, New York, NY 10018)
TEL. 917 748-3177(Haruo Rogers) or 212-987-8914 (Chizuko Kom)

October 15 FREE

Film Screening in Nippon Eiga Series part 14

SANJURO

ANA (All Nippon Airways)

The recent remake of legendary Akira Kurosawa's masterpiece film SANJURO(1962), will be premiered on the East Coast at the ANA's Nippon Eiga Series. One of the most sought after Japanese actors Yuji Oda ("Bayside Shakedown" and "Whiteout") performs the role of Sanjuro Tsubaki originally played by Toshiro Mifune in Kurosawa's version. This time, Yoshimitsu Morita ("Lost Paradise", The Family Game", "Kitchen) helms the remake project. With all new filmmakers, cast, and crew, SANJURO comes back to the big screen to entertain audiences with superb samurai action. The screening will start at 7pm. Admission is free, and registiation is required.

Location: The ImaginAsian (239 E. 59th St., New York, NY 10022)
For registration: www.newyork-tokyo.com/wp/sanjuro

October 23

Puzzling the World: Sudoku and Crossword

Japan Society

Few puzzles have swept the world and created such passionate devotees as Sudoku and crosswords. While crosswords require specific linguistic capability, Sudoku players only need to understand basic numbers, a feature that makes Sudoku particularly transnational and global. Maki Kaji, godfather of Sudoku and President of Nikoli Company and Will Shortz, Crossword Puzzle Editor, The New York Times, discuss the similarities and differences of crossword puzzles and Sudoku as well as trends and themes driving the popularity of puzzles around the world today.

Location: 333 E. 47th St., New York, NY 10017
TEL. 212-715-1258 / www.japansociety.org

Events

Through November 1 FREE

JapanC: Showcase of the best of contemporary Japanese Design and Culture

Felissimo Design House

This eleven week long exhibition and event, showcasing Japanese design and culture, enters week 6 the end of September. The week will highlight "Attuned to the Seasons: Pattern, Color and Texture in Japan" and feature 3 events. On September 25, Kate T. Williamson, will explain the significance of traditional patterns, materials and color combinations from their natural inspirations and time-honored uses through to their contemporary applications. On September 27, two family programs will be held. In "Kamishibai for 3-7 year olds" Tara McGowan will introduce this traditional art form and precursor to anime and manga. In "Origami for Children Ages 7 and Up", Gay Merrill Gross will show how to bring paper to life with imaginative stories illustrated with playful forms and figures. In Week 7, they will pick up "Kawaii"(cute) culture in Japan, and Dr. Susan Napier will have a lecture on "Dolls: From the Cute to the Grotesque" on October 2. Week 8 highlights "Secrets of Japanese Beauty" and in Week 9 "The Smart Japanese Kitchen". On October 6, Naomi Moriyama will have a seminar to teach how to incorporate healthy Japanese ingredients and eating habits into your diet. Week 10 is "Taste of Japan" week, and on October 23, Tim Sullivan, will share his love and knowledge of Japan's national drink with an invitation to sake tasting.

Location: 10 W. 56th St. (bet. 5th & 6th Aves.),
New York, NY 10019
TEL. 212-956-4438 / www.japan-c.com

September 25

Sake Tasting Event

Joy of Sake

The Joy of Sake is the largest sake tasting event outside of Japan. It features over 300 sakes, including gold and silver winners from this year's U.S. National Sake Appraisal, as well as an array of splendid appetizers provided by outstanding restaurants including 15 East, Geisha, Sakagura, Bond Street, Woo Lae Oak, Nobu, Ringo, Kai and many more.

Location: Webster Hall (125 E 11th St, New York, NY 10003)
TEL. 888 799-7242 / www.joyofsake.com

September 26 FREE

Tasting event featuring Kagatobi's premium sake

Fukumitsuya Brewery, Sakaya

Sakaya, specializing in sake and shochu, will hold a tasting event, featuring the Kagatobi brand from Fukumitsuya Brewery. Mr. Yageta from the brewery will offer samples and discuss the fine points of their brands. The lineups include Kagatobi Yamahai, Kagatobi Junmai Ginjo, and Kagatobi Junmai Daiginjo Ai, plus a seasonal limited item, Kagatobi Yamahai Junmai Ginjo Hiyaoroshi, which is not distributed in the U.S. The event will start at 6pm.

Location: 324 E 9th St. (bet. 1st & 2nd Aves.), New York, NY 10003
TEL. 212-505-7253 (SAKE) / www.sakayanyc.com

September 26-28

New York Anime Festival

Reed Exhibitions

Annual anime convention New York Anime Festival, will come back to Jacob K. Javits Center in Midtown Manhattan this fall. It will feature exclusive and extensive anime screenings, guests from Japan and America, manga, cosplay, video games, live-action Japanese cinema, fashion, foods and treasures that gave birth to Japanese pop culture. This event is operated by Reed Exhibitions, the world's largest event organizer, which produces The New York Comic Con, BookExpo America, The London Book Fair, etc.

Location: Jacob K. Javits Center
(655 W. 34th St. New York, NY 10001)
www.nyanimefestival.com/chopsticks

October 1-31 FREE

Art display and Book Signing

Kinokuniya Bookstore

Kinokuniya will have, direct-from-Japan, a special in store display of the art of Kinu Takeuchi. On October 13, Donna George Storey, author of "Amourous Woman" in English will come to the store and do book signing. October 25 will feature "Manga For Dummies" author Kensuke Okabayashi's book signing. Also, from October 27th through December 31, 2008 Kinokuniya's stationary department will present a special Japanese Art Craft Fair & Display.

Location: 1073 Avenue of the Americas (bet. 40th & 41st Sts.),
New York, NY 10018
TEL. 212-869-1700 / www.kinokuniya.com

October 18 to November 16

Second Annual Kiku Flower Show and Cultural Exhibition

The New York Botanical Garden

Discover the exquisite beauty of kiku—meticulously cultivated chrysanthemums showcasing a 1500-year-old Japanese art—through "Kiku: The Art of the Japanese Chrysanthemum." Explore four styles of kiku, a towering bamboo sculpture, and Japanese maples and conifers; view beautifully rendered representations of the chrysanthemum in Japanese art; participate in hands-on family activities and much more during the second year of this elaborate flower show and art exhibition.

Location: Bronx River Parkway (Exit 7W) at Fordham Road, Bronx, NY 10458
TEL: 718-817-8700 www.nybg.org

October 24-26 FREE

Umaimono & Meika Joint Food Fair

Mitsuwa Marketplace

Mitsuwa will be holding a large-scale "Umaimono & Meika Joint Food Fair" (Specialty foods and sweets fair), where a total of 50 kinds of Japanese local cuisines and traditional confectionaries from different regions in Japan will be presented and craftsmen will be on hand to explain them. Deka Kintsuba (big red bean paste square with thin coating), Sakazuki Manju (a steamed cake with red bean filling), and chestnut okowa (mochi rice with chestnuts) are some of the items featured. As parking space is limited, please use the Mitsuwa Shuttle which runs from Port Authority every 30 minutes.

Location: 595 River Rd., Edgewater, NJ 07020
TEL: 201-941 9113 / www.mitsuwany.com

October 25 and 26, November 1 and 2

Shichi-go-san Celebration

The International Shinto Foundation (ISF)

ISF's annual event, International Children's Day Celebration (Shichi-go-san) will be held in New York City on Oct 25 and 26 and in Washington DC area on Nov 1 and 2. Shichi-go-san means Seven five-three, is the event that three and seven year-old girls and three and five year-old boys visit their shrine or temple wishing for happiness and long life. Come share in the beautiful traditions of Japan. Registration required by Oct. 6.

Location: NY area: Japan Society (333 E. 47th St., New York, NY 10017)
DC area: Ten Shin Ichi Ryu Martial Art Dojo (4013 Spruell Drive, Kensington, MD 20895)
300 W 55th St, Suite 208 (at 8th Ave.), New York, NY 10019
Info: www.shinto.org/isf / TEL: 212-686 9117

November 17 and 18

The International Chinese Culinary Competition

New Tang Dynasty Television

Highlighting China's rich culinary heritage, this competition aims to showcase traditional Chinese cooking skills and techniques. The category of the Competition includes Sichuan cuisine, Shandong cuisine, Cantonese cuisine, Huaiyang cuisine and Northeast cuisine. Don't miss the opportunity to watch great Chinese chefs from all over the world in action. Audiences have a chance to taste winning entries from 5 styles of Chinese cuisines. Ticket price varies depending on the time slot you choose.

Location: Astor Center (399 Lafayette St., New York, NY 10003)
www.culinary.ntdtv.com / TEL: 877-683-7469

Happenings

Maria Sharapova launches Canon USA Diamond Collection and supports Breast Cancer Campaign

Canon U.S.A., Inc.

Canon USA and tennis super star Maria Sharapova created a limited-edition PowerShot SD1100 IS Digital ELPH "Diamond Encrusted" cameras, which Maria unveiled in August. The five limited editions will be awarded through nationwide sweepstakes, which will conclude on October 20. Starting October 1, Maria will team up with Canon to launch its "Pink" campaign, which helps raise awareness of breast cancer, including the introduction of a special bundle kit. Pink PowerShot SD1100 IS Digital ELPH camera, pink SELPHY CP760 photo printer, pink ribbon charm, and mammogram reminder magnet). Available while supplies last.

www.usa.canon.com

Silent Auction "Kyoto Deco Style"

Kiteya New York

Kiteya, a shop featuring select products from Kyoto, invites you to an exclusive silent auction featuring beautiful "Kyoto Deco Style" wrought iron workmanship, masterfully created by Yoshiyo Studios in Kyoto, Japan. Auction selections include partitions, panels, wall decorations, statues and lamps. Preview Date starts on October 14 and ends on the 30th, and the actual auction date is November 1 (9am-5pm).

Location: 464 Broome St., New York, NY 10013
TEL: 212/219-7505
E-mail: hazuki@kiteyany.com
Yoshiyo Studios: http://decorative-ironwork.homepage.jp/
Kiteya: www.kiteyany.com

Japanese Silk Facial for Anti-Aging

Moonflower Spa

Containing 18 amino acids, a staple for the human body, silk is known to have the power of removing keratin and keeping skin beautiful. Japanese people have traditionally used silk for beauty care. Moonflower Spa in midtown Manhattan offers a special treatment using silk gel and silk cocoon. Until October 31, they offer Japanese Silk Facial (60 min.) for $100 (reg. $165) and Japanese Silk Facial with Extraction (75 min.) for $120, which is specially created for this campaign, exclusive for first time customers.

Location: 8 E. 41st St, 3rd Fl. (bet. 5th and Madison Aves.), New York, NY 10017 / TEL: 212-683-8729

Make your hair healthy and beautiful. October Special Discount for Chopsticks NY readers

Salon Vijin

Keeping your hair healthy and undamaged is the short cut to having beautiful hair. Salon Vijin fully employs the negative ion system in their services to realize that. Here, they offer a special discount for Chopsticks NY readers allowing you to experience Salon Vijin's specialty. You'll receive a hair cut at 15% off and color, highlight, digital perm, and Vijin Original Japanese Super Straightening at 20% off. Also, all products in the salon can be purchased at 10% off. Bring Chopsticks NY for redeeming this discount. This campaign lasts until November 20.

Location: 10 Rockefeller Plaza, Concourse Level, New York, NY 10020
TEL: 212-664-0664 / www.salonvijin.com

One year anniversary sales and giveaways

Kinokuniya Bookstore

October 20th is Kinokuniya Bryant Park's One Year Anniversary. Celebrating this, they offer some promotional sales, giveaways, raffles, and other specials October 18~20. Also, Kinokuniya will offer specially designed, Kinokuniya name brand merchandise. Some items are available for a limited time only!

Location: 1073 Avenue of the Americas (bet. 40th & 41st Sts.) New York, NY 10018
TEL: 212-869 1700 / www.kinokuniya.com

Christmas Ornament making class

Toho Shoji, Inc.

Toho Shoji, a jewelry supply store which carries beads chains and accessory components for both retail and wholesale will offer Christmas ornament making classes for beginners to intermediates starting from the end of October Students will choose from ornament samples when applying to the class The class fee is $50 and up (material fee is not included) depending on the student's skill level Other customized classes private lessons, Q&A sessions are also available For details call to the store

Location: 990 6th Ave. (bet. 36th & 37th Sts.), New York, NY 10018
TEL. 212-868-7465 / www.tohoshoji-ny.com

Spa Week Special Campaign Laser Hair Removal for $50

Excy Laser Tokyo

Excy Laser Tokyo, specializing in laser hair removal, joins SpaWeek October 2008(October 17 – 23) and offers special deals such as Underarm for $ 50 (reg $80), Bikini for $50 (reg $100), and Chin & Upper lip for $50 (reg $110) For Chopsticks NY readers, they will extend the promotion period for the entire month of October Along with the Spa Week special for October, they offer "Pick 2 treatment areas from menu and it will be $150!"

Location: 147 W 35th St. (bet. Broadway & 7th Ave.), New York, NY 10001
TEL. 212-695-1888 / www.excylaser.com

Special Campaign Sushi Dinner for Two

Sushidokoro Koito

Sushi-only restaurant on the Upper East Side Sushidokoro Koito, now offers "Sushi Dinner for Two" at a discount price For only $45 for two people you can enjoy assorted sashimi appetizer (5 kinds) tsukidashi appetizer, and nigiri sushi (18 pcs) with a bottle of Sapporo beer or Ozeki dry (cold/hot) This special campaign ends the end of October Also Koito continues regular discount services you ll get 20% off when you order 2 or more orders of sushi rolls and get 50% off when ordering more than 10 pcs of nigiri sushi

Location: 310 E. 93 St (bet 2nd and 1st Aves.), New York, NY 10128
TEL. 212-426-1216

Lunch Box photo contest

Ajinomoto Frozen Foods USA

The leading frozen foods producer in the U S , Ajinomoto Frozen Foods USA, is currently holding a lunch box photo contest, co-sponsored by Zojirushi USA Each week they will choose three superior lunchbox photos, and in the end of the contest, they will select one grand champion among the weekly winners Application is simple First, make fun and tasty lunch box second, take a picture of the lunch box, and finally go to www.ajinomotousa.com/lunchbox and fill out the form and upload your photo

Info: www.ajinomotousa.com
For application: www.ajinomotousa.com/lunchbox

Get a free bottle of premium sake by ordering party plan and catering

KOKO NYC

KOKO NYC, Japanese event coordinator offers a free bottle of premium sake for customers who reserve a party plan or catering by the end of November The company specializes in Japanese style party and catering service including sushi parties Japanese cooking, Kimono waitresses, and a variety of Japanese style arrangements Large event spaces in Manhattan are available

Info: www.kokonyc.com / TEL. 646-246-7344

Cash Rebate for Purchasing Kawai brand s piano

Absolute Piano

Absolute Piano, specializing in piano retail as well as rental and leasing is currently conducting a cash rebate campaign The customer who buys Kawai brand's piano will get an instant rebate: $100 for Digital Piano $200 for Upright Piano and $300 500 for Grand Piano This campaign will end on October 31

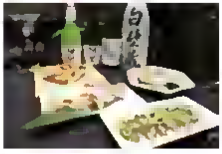
1646 Park Ave (at 116th St.), New York, NY 10035
TEL. 212 987-6173 / www.absolutepianony.com

4th anniversary special dinner

Sachiko's on Clinton

Celebrating its 4th anniversary Sachiko's on Clinton, Japanese restaurant on the Lower East Side, will offer an 8-course dinner featuring autumn seasonal delicacies for $70 (tax included) It includes sakizuke (small appetizer), saury carpaccio mushroom soup panko crusted deep fried beef and maitake mushroom boiled wax gourd, Saikyo style grilled cod omakase sushi and dessert. For an additional $25, you can have one bottle of pair premium sake, such as Dassai 50 and Shirakabegura

Location: 25 Clinton St. (bet. Stanton & E. Houston Sts.), New York NY 10002
TEL. 212-253-2900 / www.sachikosonclinton.com



Continue having out after midnight! New hours of Yakitori place

Torys

Yakitori (charbroiled skewers) restaurant in midtown Manhattan has just extended their hours until 4 am. Celebrating this, they are offering a free glass of Sapporo Draft Beer for Chopsticks NY readers who visit there after midnight during Sep 30 - Oct. 2. The amended open hours are. Tue - Sat: 5:30pm-4am Sun and Mon 5:30-11 30pm

Location: 248 E. 52nd St., 2nd Fl (bet. 2nd & 3rd Aves.), New York, NY 10022 / TEL. 212-813 1800 / www.torysnyc.com

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Happenings Feature

Showcase of premium drinks: The Window of New Flavors

Wine of Japan Imports, Inc. (Mitsumasa Takeda President) held a sake and shochu tasting event showcasing 85 selected brands on September 4th at the Intercontinental Hotel in New York. 21 sake brewers from Japan joined the event and brought their specialties to New York's restaurant owners, whole-sellers, and retailers. Lots of new items such as Garyubai Junmai Daiginjo (Shizuoka) and Ginga Kogen Beer (Iwate) were also introduced and especially drew participants' attention They were enthusiastic about talking with brewers as well as tasting exquisite flavors Info www.wineofjapan.com

JAPAN REPORT

The Unusual Powers of Japanese Manga & Anime

THREE EXAMPLES THAT SHAKE THE MARKET

Japanese manga (comics) and anime (cartoons) have become incredibly popular worldwide. They have created a consumer frenzy through stuffed animals, pens, pencils, backpacks, mobile phone trinkets, t-shirts and other toys carrying the popular characters. However, in recent years, manga and anime have cast their spell and created several new and unusual phenomena in Japan.

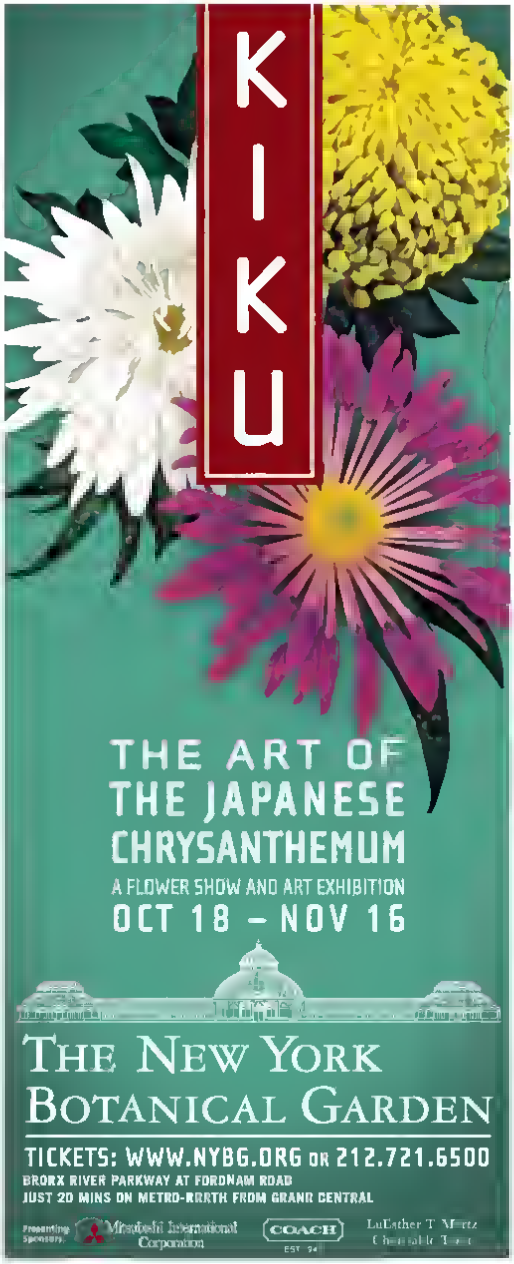
First, books with a new manga twist are now flying off the shelves. A classic novel with a conservative cover that has been updated with a manga cover drawn by an animator or a famous manga author instantly becomes a hit. Osamu Dazai's somewhat dark and depressing book, No Longer Human (Ningen Shikkaku) became an overnight sensation when the cover was changed to a manga-style cover. In the first year after the book's re-release in 2007, more than 210,000 copies were sold! The cover was created by Takeshi Obata, who also illustrates popular comic series such as *Hikaru no Go (Hikaru's Go)* and *Death Note*. He has also given a new manga face to Natsume Soseki's The Heart (Kokoro) and The Hell Screen (Jigokuhen) by Ryunosuke Akutagawa. The Izu Dancer (Izu no Odoriko) by Yasunari Kawabata was given a facelift by Hirohiko Araki, a well-known illustrator of the popular *JoJo's Bizarre Adventure* (*JoJo no Kimyou na Bouken*). These new, modern "pop" covers are surprisingly drawing more and more young people back to the classics.

Another manga and anime influence can be observed in public service. The "Anime, Hero, Heroine Series," a limited-edition version of Japanese postage stamps began in 2005 to highlight famous anime series and anime characters. Originally, only seven Series were to be issued. But due to the popularity of the Series, the Japan Post will continue sales through the end of this year, including Series eight and Series nine. The current series to date are: 1) Pokemon, 2) Gundam, 3) Galaxy Express 999, 4) Detective Conan, 5) Neon Genesis Evangelion, 6) Future Boy Conan and 7) Manga Japanese Folk Tales. "Patlabor" was just released in August 2008.

The third phenomenon is the influence of manga on coin collections. Shotaro Ishinomori's "Masked Rider" (Kamen Rider) started out as a weekly comic in 1971 and eventually became a television series and a movie. A limited-edition coin collection has been created to commemorate the creator's 70th birthday, with only 7,000 sets being sold worldwide.

Manga and anime have taken Japan by storm in many new and creative ways. Who knows what will be next – possibly manga and anime characters taking over the United States? The Scarlet Letter with a new manga cover? Superman Coin Collections? Never underestimate the incredible powers of manga and anime.

—Reported by Kia Chelsen



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EASY, VERSATILE, AND ORIGINAL — A BIG HELP FOR THE INVENTIVE CHEF

Maintaining a fresh shrimp taste, Azuma's Shrimp Sheet goes well with dishes containing subtle to rich flavors

Nobody denies that New York is the top gourmet city in the world and the place where leading chefs converge. What supports their skills and even inspires them is nothing more than reliable and high quality ingredients. The seafood products of **Azuma Foods** meet their needs. With abundant creativity and insatiable interest in new ingredients, Akinobu Suzuki, executive chef of the popular sake bar and restaurant **Sakagura**, tries Azuma's Shrimp Sheet, a product made from 100% fresh shrimp, and Chilean Locos, which has a texture similar to that of abalone.

Chef Akinobu Suzuki has much experience in kaiseki (traditional, multi-course fancy dinners), and, accordingly, he has keen eyes for ingredients and excels at intricate presentation.

"Since it's already cooked and ready to go, I did not have to touch it so much to make this dish," says Chef Suzuki showing *Sliced Chilean Locos with Dashi Broth Gelée*. In effect, he did no more than slice Azuma's Chilean Locos and serve it with shredded okra and dashi broth gelée, which contrasted pleasantly with the Chilean Locos' texture. For the final touch, he added Azuma's ruby-colored Plum Tobikko and sprinkled edible shiso flowers on top, and suddenly the dish shined as though it were a jewel box. "It is an appetizer that can be enjoyed all year round," said the chef.

Chef Suzuki notices that Azuma's products can be versatile in terms of seasoning. "The Chilean Locos that I used this time retains its distinctive natural flavor and is tasty as it is, so you can maximize it in your cooking without any additional flavor. On the other hand, it is well suited for any kind of seasoning." He then serves *Sauteed Chilean Locos and Matsutake Mushroom*, which go very well with the nutty flavor of caramelized soy sauce and butter. This is a delicacy of seasonal surf and turf.

Azuma's products are so innovative that they inspire inventive dishes. Shrimp Sheet, one of Azuma's newest offerings, exemplifies this innovation. The concept that shrimp can wrap or roll around other ingredients is ground-breaking; it is not a chef's dream anymore thanks to this Shrimp Sheet. Through Azuma's original pressing process, it retains fresh shrimp flavor and plump texture as well as its dazzling color, which evokes a blooming flower swaying in the soft spring sunlight. Chef Suzuki uses the product in his *Sesame Tofu Wrapped in Shrimp Sheet in Thickened Clear Soup* as well as in three different appetizers: *Yahata Maki-Style Shrimp Roll*, *Naruto-Style Fried Squid and Shrimp Roll*, and *Tazuna Sushi*. These are all traditional Japanese dishes that he tweaked a little bit by using the Shrimp Sheet. The result is something you've never experienced. With the unique and high quality products of Azuma Foods, top chefs can make even demanding New York gourmands happy.

Sakagura is located at 211 E. 43rd Street, B1F New York City. Phone: 212-953-7253

Expand your cooking and presentation horizon!
To learn more about Azuma, visit their informative website **azumafoods.com**, or call their friendly sales representatives in the Northeast office at **(201) 372-1112**

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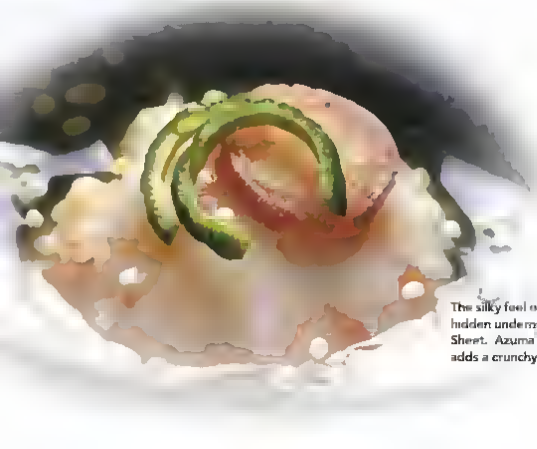

The texture of sliced Chilean Locos stands out in a medley of different savory condiments

The silky feel of Sesame Tofu is hidden underneath the Shrimp Sheet. Azuma's Masago Arare adds a crunchy texture to it

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